

070.995  
J27ja  
1957

NEWSPAPER LIBRARY

*The*  
**JAPANESE PRESS**

にほんのしんぶん

**1957**

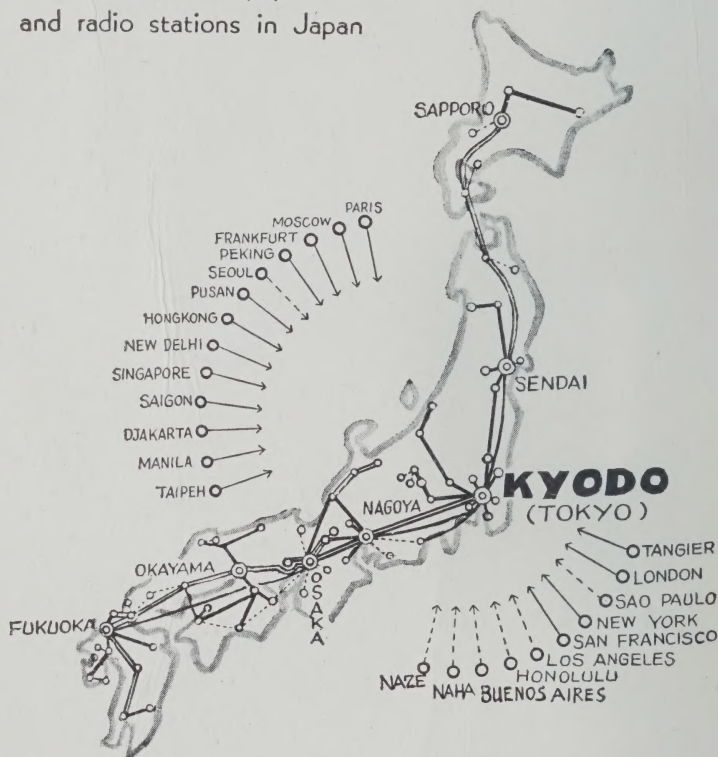


**NIHON SHINBUN KYOKAI**

THE JAPAN NEWSPAPER PUBLISHERS  
AND EDITORS ASSOCIATION

Tokyo, Japan

First and Best  
in foreign and domestic  
**NEWS COVERAGE**  
for all daily newspapers  
and radio stations in Japan



## The Kyodo News Service

Cable Address:  
**KYODO TOKYO**

Hibiya Park, Tokyo

Tel. (59) 2121  
2131



# **OJI PAPER Co., Ltd.**

**MAIN PRODUCTS**

**Newsprint, Printing  
and Wrapping Papers**

**HEAD OFFICE:** Ginza, Tokyo

**(Cable address:** OJISEISHI Tokyo)

**MILLS:** Tomakomai, Hokkaido  
Kasugai, Aichi

THE JAPANESE PRINT  
1957

PUBLISHED YEARLY SINCE 1949

PRINTED IN JAPAN  
BY DAINIPPON PRINTING CO., LTD. TOKYO

PRICE: ¥ 500, \$ 1.50



070.995  
J27j2  
1957

*Journal*

## CONTENTS

### The Canon of Journalism

#### Part I. Brief History of the Japanese Press 1945-1956 Page

1. Japanese Press Under Allied Occupation..... 1
2. Japanese Press After Independence ..... 8

#### Part II. Japanese Press 1956-1957

1. Some Editorial Events..... 15
2. Newspaper Management ..... 24
  - a. Management ..... 24
  - b. Newsprint Situation ..... 29
  - c. Printing Shop Talk ..... 32
  - d. Labor Problems..... 33
3. Press and Commercial Radio..... 36

#### Part III. Statistical Data

1. National Population and Newspaper Circulation  
by Year ..... 43
2. Distribution Ratios of National and Provincial  
Newspapers in Each Prefecture ..... 44
3. Annual Production, Supply, Stock, Export and  
Import of Roll Newsprint ..... 47
4. Newspaper Advertisements by Business  
Classification, 1955 ..... 49
5. Advertising Expenses for Various Ad. Media .... 51

*Barbarian 1957 ver.*  
*Journal 11/8/57*

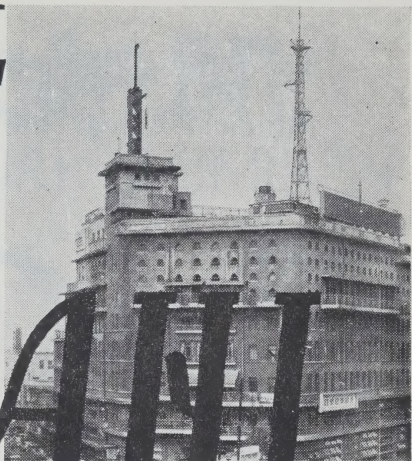
	Page
6. Number of Employees in Daily Newspaper Offices . .	52
7. Ages and Length of Service of Newspaper Employees . . . . .	56
8. Analysis of Newspaper Space by Items . . . . .	57

#### **Part IV. Newspaper Directory**

1. NSK Member Newspapers . . . . .	60
2. Principal Non NSK Member Newspapers . . . . .	70
3. News Agencies . . . . .	73
4. Broadcasting Stations . . . . .	74
5. Roster of Registered Foreign Press Personnel . . . .	76
6. Japanese Correspondents in Foreign Countries . . .	85
7. Nihon Shinbun Kyokai . . . . .	90

#### **Part V. Provisions of Laws and Regulations Concerning the Press and Radio**

# THE ASAHI



*The Largest and Most Influential Newspaper  
in the Far East*

Periodical publications :

**ASAHI GRAPHIC** (weekly)

Japan's largest and most popular pictorial  
magazine. (captions in English)

**ASAHI CAMERA** (monthly)

Widely recognized as a guidance magazine  
for Japan's photodrom enjoying the largest  
circulation. (captions in English)

**JAPAN QUARTERLY**  
**THIS IS JAPAN**

(IN ENGLISH—QUARTERLY)  
(IN ENGLISH—ANNUAL)

## **ASAHI EVENING NEWS**

*An English Language Daily Newspaper, Reflecting the  
Japanese and Asahi Shimbun's Viewpoint.*

**TOKYO OFFICE**

Yurakucho 2-chome, Chiyoda-ku  
TOKYO

**NAGOYA OFFICE**

Hirokoji 2-chome, Naka-ku,  
NAGOYA

**OSAKA OFFICE**

Nakanoshima 3-chome, Kita-ku,  
OSAKA

**KOKURA OFFICE**

Sunatsu,  
KOKURA



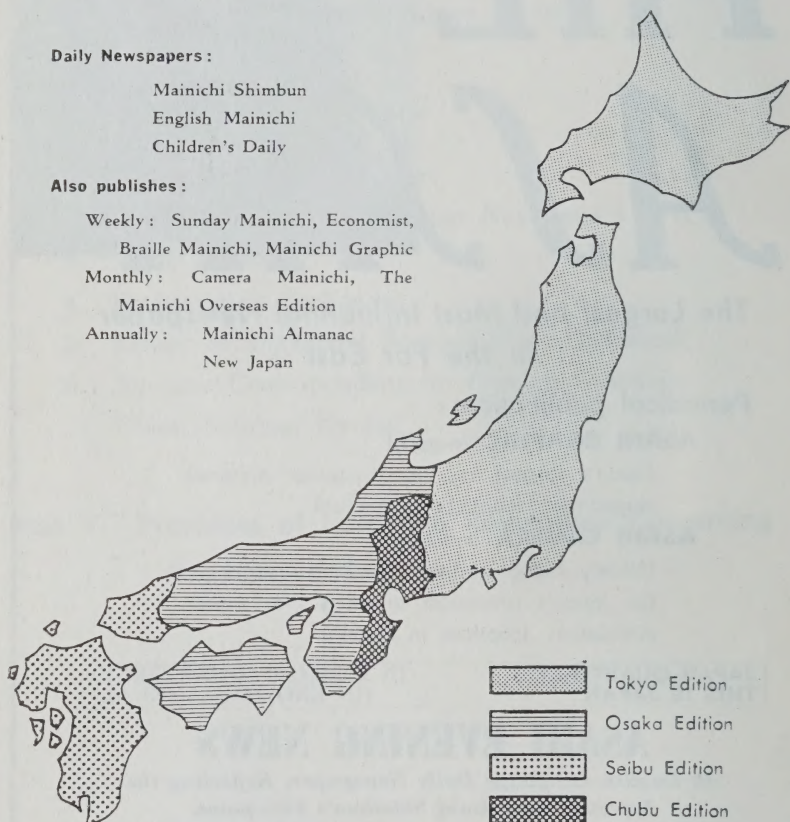
# The Mainichi Shimbun and The English Mainichi Cover the whole of Japan.

## Daily Newspapers:

Mainichi Shimbun  
English Mainichi  
Children's Daily

## Also publishes:

Weekly: Sunday Mainichi, Economist,  
Braille Mainichi, Mainichi Graphic  
Monthly: Camera Mainichi, The  
Mainichi Overseas Edition  
Annually: Mainichi Almanac  
New Japan



## The Mainichi Newspapers

Tokyo Office: Yuraku-cho, Chiyoda-ku, Tokyo  
Osaka Office: Dojima, Kita-ku, Osaka  
Seibu Office: Kiyotaki-cho, Moji  
Chubu Office: Horiuchi-cho, Nakamura-ku, Nagoya

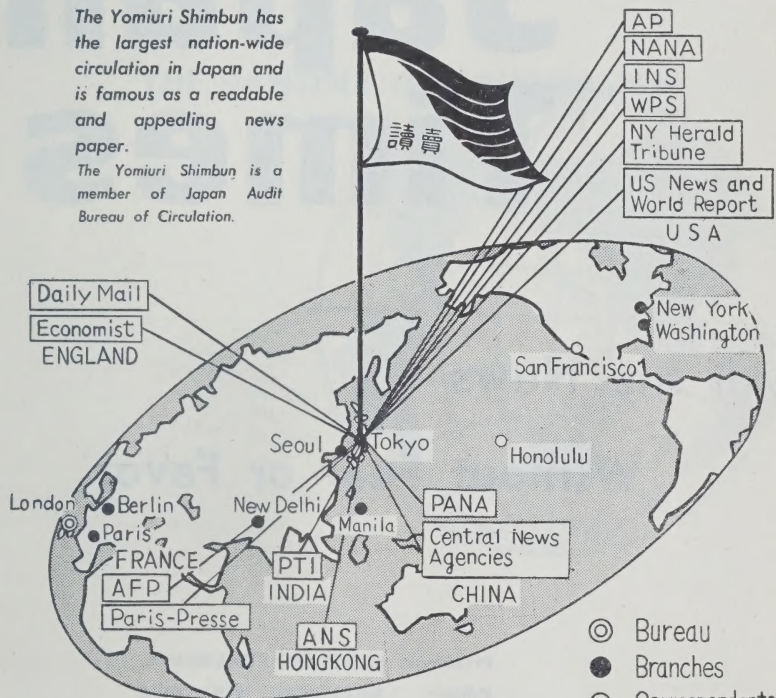


# 讀賣新聞

## THE YOMIURI SHIMBUN

The Yomiuri Shimbun has the largest nation-wide circulation in Japan and is famous as a readable and appealing news paper.

The Yomiuri Shimbun is a member of Japan Audit Bureau of Circulation.



English Language Daily

**YOMIURI**  
**Japan News**

- ◎ Bureau
- Branches
- Correspondents
- Foreign news agencies under contract

**TOKYO:** 1, Ginza-Nishi 3-chome, Chuo-ku. Cables: "YOMIURI TOKYO"  
**OSAKA:** 77, Nozaki-cho, Kita-ku. Cables: "OSAKA YOMIURI"

# The Japan Times



All the News

Without Fear or Favor'

**President: SHINTARO FUKUSHIMA**

**Editor: KAZUSHIGE HIRASAWA**

## **THE JAPAN TIMES, LTD.**

1-chome, Uchisaiwai-cho, Chiyoda-ku, Tokyo

Central P.O. Box 144, 352, 358

Tel: 59-5311/9

### **BRANCHES:**

**YOKOHAMA:** IMC Bldg. Tel: 8-2061

**ZAMA:** Zama-machi Tel: Machida 743

**OSAKA:** Dojima Bldg. Tel: (36) 0176-0177

# **THE CANONS OF JOURNALISM**





# **The Canons of Journalism**

**Adopted  
by The Japan Newspaper Publishers and  
Editors Association**

(1946)

The role to be played by newspapers in rebuilding Japan as a democratic and peace-loving nation decidedly is of great importance. In order to realize this mission in the most speedy and effective manner, it is necessary for every newspaper in the nation to adhere to a high ethical standard, elevate the prestige of its profession, and fully execute its functions.

Fully aware of the significance of their mission, democratic Japanese daily newspapers, big and small, have met in the most cordial spirit, organized the Japan Newspaper Publishers and Editors Association, formulated as its moral charter the Canons of Journalism and pledged to endeavor with the utmost sincerity to realize those principles.

The Canons of Journalism, which stress the spirit of freedom, responsibility, fairness and decency, constitute a standard which should govern not only news and editorial writers but to an equal extent all persons connected with newspaper work.

## **I. Freedom of the Press**

The press should enjoy complete freedom in reporting news and in making editorial comments, unless such activities interfere with public interests or are explicitly forbidden by law, including the freedom to comment on the wisdom of any restrictive statute. The right of the press should be defended as a vital right of mankind.

## **II. Sphere of News Reporting and Editorial Writing**

The freedom of news reporting and editorial writing should be bound by the following voluntary restraints:

1. The fundamental rule of news reporting is to convey facts accurately and faithfully.
2. In reporting news, the personal opinion of the reporter should never be inserted.
3. In treating news, one should always remember and be strictly on guard against the possibility of such news being utilized for propaganda purpose.
4. Criticism of persons should be limited to such as that which could be made direct in the face of the persons involved.
5. Partisanship in editorial comments, which knowingly departs from the truth, does violence to the best spirit of journalism.

### **III. The Principle of Editorial Comment**

An editorial comment should be a bold expression of the writer's own belief and conviction and not a flattering speech. Furthermore, in writing an editorial comment, the writer should maintain the public spirit of being a speaker for those who otherwise have no means of voicing their opinions. The characteristic of a newspaper as a public organ should be best upheld in this field.

### **IV. Impartiality**

The honor of an individual should be respected and protected as in case of his other fundamental personal rights. Those who are to be criticized should be given the opportunity to defend themselves. Mistakes, if made, should be retracted immediately upon receipt of information that the article in question is false, and should be corrected.

### **V. Tolerance**

A fundamental principle of democracy recognizes the freedom of individual assertions and counter-assertions, should be reflected clearly in the editing of newspapers. The tolerance such as to allot just as much news space in introducing and reporting the policies which a newspaper opposes as it would give to others

which it supports is the fundamental character of democratic newspapers.

## **VI. Guidance, Responsibility and Pride**

The principal difference between newspapers and other commercial enterprises is that newspapers in their reportorial and editorial activities exercise great influence over the public. The public chiefly depends on newspapers as the source of information and the basis of their judgment of public events and problems. From this distinction arises the public character of journalistic enterprises and the special social status of journalists. The realization of their responsibility and pride by journalists is fundamental in ensuring their special status. Those two points must be observed by each individual journalist.

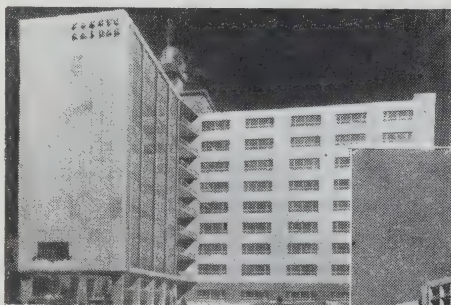
## **VII. Decency**

A high sense of public decency is naturally required of newspapers because of their share in influencing public opinion. Such a standard of decency can be achieved by abiding with the above-mentioned principles. Newspapers and journalists, when they fail to observe those principles will invite public condemnations and disapproval by other papers and journalists and in the end will be unable to operate or work. Therefore, all members of the Association should make efforts to cooperate and maintain a higher ethical standard by promoting their moral unity, guaranteeing free access to news material and assisting each other in newspaper production. Thus, the association of newspapers which strictly observe the Canons of Journalism shall be able to accelerate and ensure the democratization of Japan and simultaneously elevate Japanese newspapers to the world standard.



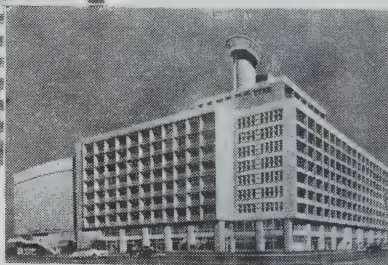
*Japan's Foremost Daily Newspaper  
of Commercial and Industrial Significance*

# THE SANGYO KEIZAI SHIMBUN THE SANKEI JIJI



Left: Osaka Head Office

Right: Tokyo Head Office



- Published in Osaka (The Sangyo Keizai Shimbun) and Tokyo (The Sankei Jiji)
- Daily Circulation (November, 1956)
  - (in Osaka Head Office)—M: 1,600,000 copies  
E: 700,000 copies
  - (in Tokyo Head Office)—M: 1,200,000 copies  
E: 700,000 copies
- Also Published:
  - SANKEI SPORTS (Sports News—Daily)
  - SHUKAN SANKEI (Popular—Weekly)
  - SANKAI CAMERA (Photo Art—Monthly)
  - ASIA SCENE (Popular News—English—Monthly)
  - SANKEI ZUIHITSU (Essay—Monthly)

**Chairman of Board: Hisakichi Maeda**

**Presidents (Osaka Head Office) Yoshio Sawamura**

**(Tokyo Head Office) Jutarō Katsuta**

**Osaka Head Office: 27, Umeda-cho, Kita-ku, Osaka**

**Tokyo Head Office: 3-1, Otemachi, Chiyoda-ku, Tokyo**



**PART I**

**Brief History of the Japanese**

**Press 1945-1956**



# 1. Japanese Press Under Allied Occupation

## a. General Outline

Soon after its establishment in Tokyo following Japan's surrender in 1945, the Allied Occupation Headquarters issued a series of directives designed to abolish censorship, restore freedom of the press and disassociate the press from Government control.

Up to the end of the war, the Japanese press had been placed under rigid Government control. Deprived of the freedom not only of editorial opinions but business policies, the press had been reduced to a medium for feeding the public with Government propaganda. Newspaper distribution was carried out through a network of channels set up by the Government.

Coming as it did under such circumstances, the freedom of the press handed down by the Occupation authorities was hailed with ovation by all Japanese newspapers.

The joy was short-lived, however, because the Occupation authorities coupled the freedom-of-the-press decrees with a strict code prohibiting the dissemination of any information "inimical to the aims of the Occupation."

A number of Japanese papers were suspended or threatened with suspension for being critical of some aspects of the Occupation policy or for publishing reports on the misconduct of Occupation personnel against Japanese women. The wartime censorship

was replaced by the Occupation's censorship.

Another threat to the postwar Japanese press was the acute shortage of materials necessary for the production of newspapers. Newsprint, short since the outset of the Pacific War, became increasingly scarce during the war and by the end of the war, the supply had dwindled to such an extent as to permit the publication of only a one-sheet paper.

The situation became worse after the war as a number of new papers started publication with the Occupation's blessings. Type metal and printing ink were also on critically short supply.

Another serious factor was the superannuation and bomb damage to communication facilities and printing equipment.

It is significant that under such trying circumstances, Japanese newspapers organized the Nihon Shinbun Kyokai (The Newspaper Publishers and Editors Association of Japan) in July, 1946, and pledged themselves to the observance of a Code of Ethics upholding the principles of freedom, responsibility, fairness and integrity.

The Occupation's restrictive directives remained in force until 1952 and postwar shortages and inconveniences continued for about five years.

## b. Editorial Phase

On September 10, 1945, the Allied Headquarters handed to the Japanese Government a memorandum concerning the freedom of the press. This document provided:

1. That the Government should not promulgate any laws or ordinances purported to control the press nor give any preferential treatment to specific newspapers.

2. That news should be reported objectively, that news should not be distorted and that no news that are prejudicial to public peace and order should be reported.

3. That newspapers should not report unannounced movements of Occupation forces or carry falsehoods and destructive criticism against the Allied Powers.

4. That newspapers violating these rules shall be suspended.

The Occupation Headquarters ordered the Government to abolish 12 laws and ordinances that had governed the press up to then including the Newspaper Law, National Mobilization Law, Peace Preservation Law and the Military Secret Protection Law. It also ordered the Government-backed Domei News Agency disbanded.

As a result, a number of newspapers that had been amalgamated during the war proclaimed independence and new papers started publication. The number of dailies which had been reduced to less than 60 as of the end of the war quickly multiplied to more than 190 within a year.

While upholding the principle of free press, the Occupation issued strict orders regarding editorial policies. Col. Donald Hoover, chief of the Civil Censorship Division, called newspaper editors to a conference on September 15 and told them in unequivocal terms that no criticism of the Occupation policy would be tolerated.

Reminding the editors that the Domei News Agency had been suspended on the previous day on the charge of distributing news inimical to public peace and order, Col. Hoover declared that any newspaper found violating the Occupation directives would be subjected to the same disciplinary action. He said that being a vanquished nation, Japan could not expect to enjoy the same rights and privileges as did other civilized countries. Col. Hoover said that the Japa-

nese Government had been ordered to take effective steps to prevent the Japanese press from carrying false reports or destructive criticism of the Occupation and that if the Japanese Government failed, the Allied Headquarters would take necessary steps by itself.

On September 19, the Allied Headquarters announced the Press Code and followed it up with the release of the Radio Code on September 22. These documents contained ethical principles to be observed by the mass communications media and constituted the basis for the Occupation's censorship policy.

Then followed a nightmarish era of censorship and suspension.

Subsequently, the Allied Headquarters established the Civil Information and Education Section along with the already existing Civil Censorship Division. The CI&E was first headed by Brig. Gen. Kenneth R. Dyke and then by Lieut. Col. Donald R. Nugent. The Newspaper Division was headed by Robert Berkov, assisted by Maj. Daniel C. Imboden who had some newspaper experience.

What sort of stories were deleted by Occupation censors in those days may be recalled from the following list compiled by the Asahi:

Articles concerning American soldiers' misconduct and those which treated their behaviors in an unfavorable light.

Reports that exaggerated the seriousness of the food shortage.

Reports that gave advance information on the policies and measures taken by Allied forces.

Articles that indicated the conflict among the Allied Powers.

Criticisms against Allied policies.

Articles that gave the impression that the Allied Headquarters were pulling the strings behind various moves in Japan.

Premature disclosure of the arrest of war criminals. Articles that tended to defend the war criminals or praise



their acts.

The censorship system was abolished on October 24, 1948 but the Allied Headquarters' directives remained in force, exerting heavy psychological pressure on newspaper editors.

At the same time, the Allied Headquarters applied to the Japanese newspaper industry its Occupation policy aimed at "helping the formation of various organizations representing the democratic tendencies among the people." Under such circumstances, employees' unions organized in newspaper companies pressed the management for wage increases and demanded that wartime leaders in each newspaper company resign by way of assuming their responsibility.

Under the unions' pressure, many top leaders resigned from positions of responsibility. This movement developed into strikes at the Yomiuri and Nishi Nippon. These strikes were characteristic in that the unions took over the production of newspapers, giving rise to ticklish problems regarding who held the editorial authority.

The Allied Headquarters countered this move with stern warnings, emphasizing that the editorial authority rested with the management. The issue became so complex that the NSK found it necessary to issue a special statement in March 1948 endorsing the GHQ's views on the matter. The statement was reprinted in the pages of member newspapers by way of enlightening the reading public.

As for the question of war guilt, the GHQ issued a directive in January 1946, ordering the removal from public offices of persons who drove Japan into the war. In accordance with this decree, the Government promulgated an Imperial Ordinance removing such persons from public offices and prohibiting them from assuming new positions. Clause G. of this ordinance provided for the yardstick whereby persons engaged in the mass communications

industry should be purged. Altogether, 351 persons were purged from the newspaper industry and only nine of them were reinstated by filing appeals for review.

This movement for democratization and liberalization was given added impetus by the new Japanese Constitution promulgated in November, 1946. With all restrictions on the press removed, editorial activities became increasingly animated.

After the Occupation's pre-censorship was switched to post-censorship in July, 1948, transmission of news was speeded up remarkably. This new freedom led to the revival of a bitter news-gathering competition among the newspapers and gave impetus to the publication of afternoon editions.

Newspaper contents were increased, though slightly, when the restriction on newsprint supply was relaxed somewhat in August, 1948, making it possible to issue a four-page edition once a week. In 1949, the newsprint situation improved sufficiently to permit the publication of morning and afternoon editions by the same newspapers.

This situation made it possible to allot more space to photographs and articles on cultural activities. Letters-to-the-editor columns were enlarged and large space was given to reports on public opinion surveys.

On the other hand, there were some instances that threatened the freedom of the press. One was the restriction on election reporting resulting from a revision of the Election Law. The other was a series of cases in which Government offices obstructed reporters' activities. In May, 1949, the court found an Asahi reporter guilty of refusing to reveal the news source of his article. All newspapers protested this court action and insisted that pressure brought to bear upon newspapermen to disclose the source of news constituted a serious threat to the principle of free press.

In 1949, Japanese newspapermen were permitted to go abroad for the first time after the war.

In 1950, the Occupation policy saw a radical change following the outbreak of the Korean War. Akahata, the organ paper of the Japanese Communist Party, was suspended under a GHQ directive.

Reflecting the rapidly changing world situation, Japanese press opinions began to assume an international outlook from this period. It was also during this period that press opinion became sharply divided on the question of whether Japan should seek an "over-all" peace or should be contented with a peace with "majority of nations." The former stand was taken by the Socialist and other Opposition parties while the Yoshida Cabinet and the ruling party favored the latter formula.

Anti-Communist criticism became gradually manifest in newspaper opinions in proportion to increased loyalty to the cause of democratic government and the Western democracies.

Press activities became increasingly animated though still within the framework of the Occupation. Then came the complete decontrol of newsprint supply in May, 1951.

The Japanese newspaper industry has traditionally depended on a system of exclusive distribution agencies for the sale of newspapers. In this system, a network of distribution agencies serves one dominant newspaper company and its affiliates. This situation has led to the growth of a large number of newspaper distribution agencies and bitter circulation wars among the rival agency networks.

This setup crumbled during the war when newsprint shortage, limitation of circulations and labor shortage combined to make it impossible to main-

In July, the same year, 18 Japanese newspapermen were permitted by GHQ to cover the Korean front as United Nations Forces correspondents. At the San Francisco Peace Conference held in September, 1951, the Japanese press was represented by as many as 67 newspapermen.

The Japanese press has maintained a commendable consciousness of its role as the guardian of democratic principles and continued its efforts to improve the editorial standard. Many papers maintain a system of outside monitors and a review panel comprising experienced staff members.

Public estimation of the press has also risen remarkably as witness the increasing volume of intelligent criticism and research on journalism.

The NSK, on its part, has endeavored to protect the freedom of the press as occasion demanded. Its Committee on Legislative Problems has made a critical study of various laws that tend to threaten the freedom of the press and issued warnings every time news-gathering activities were subjected to interference. The laws subjected to the committee's investigation included the Election Law, Subversive Activities Prevention Law and the Special Criminal Law.

### c. Sales and Advertising

During the war and immediate postwar years, the exclusive setup was replaced by a joint sales system.

Japanese newspaper companies, depending more heavily on subscriptions than on advertising for their revenue would have revived the exclusive distribution networks much earlier but for the continuing newsprint control. In discussing postwar newspaper sale situation, one cannot ignore newsprint shortage because this factor had a close bearing not only on the method of sales but also on the subscription rates. In

those days, subscription rates were determined by the Government in proportion to the newsprint cost.

Before the war (1936), Japan's newsprint output averaged 45 million lbs. per month. What with the destruction of paper manufacturing facilities by wartime bombing raids and shortages of pulp and coal, newsprint supply dwindled to a level that permitted the publication of only a single sheet newspaper in 1944.

In 1945—the year when the war ended, newsprint production averaged only 13,640,000 lbs. per month. Post-war rehabilitation was hampered by strikes and power and coal shortage while the demand for newsprint increased by leaps and bounds as a large number of new papers were inaugurated under the Occupation's free press policy. The situation was further aggravated by the transportation bottleneck.

Under such circumstances, decontrol of newsprint was out of the question in 1945. Even continuing supply of the bare minimum amount was not guaranteed.

Meanwhile, the reading public was hungry for printed material after long war years; any printed matter sold like hot cakes. There was no need for sales promotion. It was a seller's market unprecedented in Japan's newspaper history.

Subscription rates were raised several times in proportion to the inflationary increase in newsprint costs. The monthly subscription rate which was pegged at ¥2.7 at the time when the war ended was raised to ¥5 in February, 1946 and to ¥8 in August, the same year. It was raised to ¥12.5 in May, 1947, and to ¥20 in October, the same year. In 1948, the rates were increased three times—to ¥27 in May, ¥42 in July and to ¥44 in September. These increases, however, included the added costs of the slightly increased per-edition pages which became pos-

sible in that year. The sharp rise in subscription rates gives one indication of the inflationary spiral which prevailed in Japan at that time.

The absolute shortage of newspaper circulation entailed a situation in which readers were prevented from buying the papers they wanted. To remedy this situation a plan was worked out to carry out a survey of reader preference and revise the newsprint quotas for respective newspapers accordingly.

At the GHQ's suggestion, a preference survey was carried out by the Jiji News Agency in August and September of 1947. The data collected in this survey were submitted to the GHQ in October. The survey revealed that newspapers that had continued publication throughout the war years and after enjoyed overwhelming popularity. New papers inaugurated after the war accounted for only four per cent.

Revision of the newsprint quota according to the result of this survey was postponed for more than a year because the step would have conflicted with the GHQ's wish to promote newly started papers.

In October, 1948, a "clearing house" was established to accept newspaper readers' applications for subscription switch-over. However, only 76,000 application forms turned out to be in order. All others were found invalid, having been tampered with by newspaper companies and sales agencies anxious to boost the circulation of their particular papers. Despite the large-scale preparations, the whole project proved a resounding failure.

The seller's market also prevailed in regard to advertising. There was simply no advertising space to meet the demand of potential advertisers. Although economic activities were still under strict government control, there was a fairly large demand for space for the limited number of commodities



which were left free as well as black-market goods. In addition, government notices accounted for a fairly large advertising space. Under such circumstances, newspapers were free to choose the advertisers and were able to sell the limited advertising space on very profitable terms. In no phase of the newspaper industry was normal business-like activity restored yet.

The first indication of a resurgent free competition appeared in 1949. Although newsprint control still remained in force, low-quality newsprint outside the framework of control made its appearance on the market. Some newspaper companies began publishing afternoon editions with this extra-control newsprint.

Most of the major Japanese newspaper companies have long made it a rule to publish both morning and afternoon editions and it was only due

to the critical wartime paper shortage that they were forced to give up either of the two. The revival of afternoon editions in 1949 was the first indication of the reversion to the highly competitive prewar situation.

As the practice of publishing both morning and afternoon editions spread, newsprint control became gradually relaxed. In 1950, the Government decontrolled all paper products except newsprint and paper for school text books. Newsprint was decontrolled on May 1, 1951, and along with this move, the Government-fixed subscription rates were abolished.

With these restrictions removed, the Japanese newspaper industry stepped into an era of intense sales competition. The end of the Occupation and restoration of full independence in 1952 further spurred the drive for competition.

#### d. Printing

The end of World War II found 60 per cent of Japan's newspaper printing facilities damaged by bombing and fire. In addition, the equipment of machinery manufacturers and newspaper material suppliers had also sustained severe damage.

Under such circumstances, newspaper plant managers faced the double task of repairing the printing equipment and filling the 10-year gap in technological progress. They tackled the job with admirable courage and enthusiasm in the face of an acute shortage of materials—newsprint, printing ink, mats, photographic and engraving materials and supplies for stereotype. Throughout the war years, these critical materials were on short supply, and no improvement in the situation was in sight during the early postwar years. Due to the exhaustion of raw materials such as mineral oil and carbon black—two vital ingredients of newspaper printing ink, lead, tin

and rubber, production of secondary products had been halted completely. To cope with the shortage of ink, researches were carried out for the production of oil-less ink and substitution of waste pulp liquid. Even castor oil was used experimentally.

The NSK's Material Section devoted its best efforts to help adjust the demand and supply of materials and to devise the means of utilizing substitutes.

Meanwhile, rehabilitation of damaged newspaper printing plants progressed apace. Within two years after the war's end, newspaper plants that had suffered bombing were mostly restored to prewar conditions.

The newsprint shortage necessitated a series of changes in the number of per-page columns and this entailed added difficulties in type-setting. From the end of 1946 to March, 1947, when the newsprint shortage was most acute, Japanese newspapers were cut down



to the tabloid size making it necessary to shrink the mat to the maximum in order to cram the largest possible amount of news into the limited space.

In August, 1949, the newsprint situation improved sufficiently to permit the publication of a four-page edition once a week. From then on, the size of the type which had been shrunk to the smallest permissible dimension was gradually enlarged.

From the beginning of 1951, newspaper makeup was standardized to 15 columns a page and the size of the

type, to five point—88/1,000 inch by 110/1,000 inch in accordance with the decision of the NSK's Technological Committee. A full year was required for making necessary preparations for the switch-over.

By that time, the shortage of newsprint and other materials had been alleviated to a considerable extent. Newspaper printing mechanics now faced a new job of modernizing the printing machinery and streamlining the factory operation in general.



The Asian Regional Conference of the International Press Institute was held in Tokyo for five days from March 19, 1956. The meeting was attended by delegates from various Asian countries including Japan, the Philippines, India, Indonesia, Burma, Hongkong, Singapore and Pakistan as well as news media representatives from the United States and European countries. Discussions centered around the problems of news interchange among Asian nations. The conference adopted a four-point resolution calling for, among others, a reduction of telegraph rates for news dispatches. Photo shows a scene at the International Hall of the Sankei Kaikan where the conference was held.

Courtesy of Sangyo Keizai Shinbun

## 2. Japanese Press After Independence

Bitter competition both in editorial and sales activities marked the Japanese newspaper industry since 1952, when Japan regained its independence, up to 1956.

With the restoration of diplomatic relations with many countries of the world, Japanese newspaper companies dispatched a large number of correspondents abroad. Competition in speedy news reporting was spurred by the progress of communication facilities and improvement in printing equipment.

In the phase of newspaper sales, competition gained in intensity as the joint distribution setup was gradually replaced by the prewar exclusive sales system. The circulation war even led to such sales promotion gimmicks as the free offer of towels, soap, pots and pans and other household articles. After a period of shameless fight in this manner, the newspaper industry managed to put an end to the practice

by an appeal to legal authority. This was effected by making such practices amenable to injunction by the Fair Trade Practice Commission.

After this action was taken, the competitive urge among the newspapers was directed solely to the improvement of editorial contents and increased periodical pages. This tendency resulted in the installation of high-efficiency rotary presses and streamlining of printing operations.

On the other hand, the competition caused an imbalance in newsprint supply and demand and threatened the existence of smaller papers which were financially unable to increase the pages. In 1956, therefore, the newspaper industry began giving serious thought to maintaining intra-industry stability.

In short, the five post-Occupation years saw an explosive demonstration of the competitive urge which had been suppressed during the Occupation period.

### a. Editorial Phase

The first big event to greet the Japanese press after the restoration of independence was the general election. In view of the corrupt practices that attended the general elections in the past, the "Big Three" papers—Asahi, Mainichi and Yomiuri—took the initiative in calling for a "fair and clean election."

NSK's member newspapers throughout the country appealed to their readers for a clean election and democratic government. At the same time, they endeavored to reflect the voice of the people in the press by enlarging letters-to-the-editor columns and expanding public opinion surveys.

The effectuation of the Peace Treaty in April, 1952, was followed by the successive repeal of various Occupation-sponsored laws and decrees such as the Press Code, Organizations Control Ordinance, GHQ directive suspending the Communist Party organ, Akahata, and Ordinance No. 325 banning anti-Occupation criticism. An unprecedented state of freedom followed.

Meanwhile, the Government was preparing laws and ordinances to replace the Occupation-sponsored legislation.

The first of these was the Subversive Activities Prevention Law. Despite stormy protests from various circles,

this piece of legislation was enacted in July, 1952.

Another was the Special Criminal Law attending the Japan-U.S. Administrative Agreement. This was also enacted in the face of strong protests from the newspaper industry. In 1954, the Diet enacted the Secret Protection Law attending the Japan-U.S. Mutual Defense Assistance Agreement in disregard of the newspaper industry's demand for revision.

More serious than these is the persistent move among the conservative political forces to revise the postwar Constitution of Japan. In regard to this movement, the "Ten-Year History of the Nihon Shinbun Kyokai" said:

"The current moves for Constitutional amendments and restoration of educational control may provide reactionary influences with an opportunity to nip in the bud the democratic tendency cultivated at the expense of great sacrifices made in the Pacific War. It is incumbent upon the press to tighten its unity and try to insure the freedom of the press and speech, thereby contributing to the cause of democracy."

This does not mean, however, that the Japanese press has sat idly by in the face of reactionary tendencies. On the contrary, Japanese newspapers have endeavored actively to fulfill their mission.

In domestic reporting, a marked progress was made in the speedy transmission of news. For this purpose, exclusive communication lines were increased, telephoto network was improved and dynamic use was made of the radio cars equipped with ultra short-wave apparatuses.

In the transmission of foreign news, newspaper companies fell over themselves to enhance their competitive ability. Improvements were made in short-wave facilities and telegraphic transmission circuits and exclusive lines were laid between newspaper offices

and foreign news agencies.

By 1953, Asahi, Mainichi, Yomiuri and the Kyodo News Agency had completed nation-wide networks of exclusive telephone lines.

With the use of aircraft permitted after the end of the Occupation, major newspapers bought modern airplanes from the U.S. and Britain and equipped them with land-air communications apparatuses. As of 1956, Japanese newspaper companies own a total of 40 aircraft.

Although speedy news reporting was achieved, newspapers found a threat to their position in the commercial radio which was inaugurated in 1951. To cope with this new competitor, the press began allotting more space to commentaries, which are welcomed by the readers especially when rapid developments take place in the international situation.

Meanwhile, Japanese pressmen have begun to exert their influences in the international scene. In 1952, Japan was recognized by two dominant international press organizations—Federation Internationale des Editeurs de Journaux et Publications and the International Press Institute.

Japanese newspaper leaders have attended the annual conferences of these two organizations since 1952. In 1956, Japan played host to IPI's Asian Regional Conference, which was attended by more than 100 delegates—Japanese members of IPI, representatives from Burma, India, Pakistan, Israel, the Philippines, Singapore, Indonesia and Hongkong as well as the U.S. and European countries.

Many Japanese newspapermen have been dispatched abroad and a number of foreign journalists visited this country, making for ever closer contact between Japan and other countries of the world.

Now that the Japanese newspaper industry has recovered from war damage almost completely, it was natural



that a bitter competition should have developed. The competition, however, tended to invite the neglect of newspaper ethics, notably the infringement of personal privacy by hordes of news-hungry reporters, photographers and radio men.

In December, 1954, the NSK's Board of Directors issued a statement warning against over-zealous news-gathering activities. NSK's Editorial Committee discussed the problem of newspaper ethics and called representatives from the press, radio, television and newsreel industries to a conference in January, 1955, to discuss measures for preclud-

ing charges of "newspaper violence." A coordination organization evolved from these discussions has had a salutary effect in maintaining order in news-gathering activities.

Newspaper editors throughout the country held their first national meeting in April, 1956, to discuss various problems of common concern. It was decided that the meeting should be held twice a year—in spring and autumn. These conferences are devoted to free discussions of problems facing newspaper editors—completely free from considerations for their respective affiliations.

#### b. Sales and Advertising

The first major development in post-independence Japanese pressdom took place in July, 1952, when the "Big Three"—Asahi, Mainichi and Yomiuri—increased the pages of their Tokyo editions to regular four pages in morning editions and five four-page and two two-page afternoon editions per week. Other influential papers throughout the country followed suit.

Within three months, the "Big Three" again increased the pages to eight-page morning editions and four-page afternoon editions. Major provincial papers again followed suit. By April, the next year, most of the major dailies in Japan increased their pages to 12 per day. Intensified competition and increased newsprint output were contributing factors to this remarkable phenomenon.

Newsprint had already been decontrolled in 1951 making it possible to increase the per-edition pages from two to four. Some papers had also revived the "one-set" system—publication of both morning and afternoon editions. The trend toward more pages was further spurred by the intensified competition after independence.

Nor was the sales competition

limited to fattening the papers. As early as in 1951, prizes and quizzes became a rage as a means of sales promotion.

In 1952, the prewar exclusive distribution system was revived. As newspapers became fatter, newsprint prices rose immediately, raising the ratio of the newsprint costs in the newspaper production cost. This made it necessary to raise the subscription rates and boost circulations.

The Japanese newspaper industry has traditionally depended heavily on distribution agencies for increasing circulations. Hence the revival of the exclusive agency network by which the respective papers sought to boost their sales.

The joint sales system which had been in force since war years was terminated in Tokyo, Osaka, Kyoto and Kobe in December, 1952, and it was replaced by exclusive agency networks closely tied with the respective newspaper publishers.

Sales competition became intensified all the more because the Japanese newspaper industry has traditionally depended more heavily on subscription than on advertising sales. In many instances, newspaper publishers in-

creased the per-edition pages ahead of others in disregard of sound managerial calculations. They also resorted to other promotion gimmicks such as supplements, prizes and free sample copies. In many cases, commodities much more expensive than subscription rates were offered liberally in order to secure new subscribers.

These practices were against business common sense and questionable from the legal point of view and yet little heed was taken of these facts in 1952. Then came the recession under the Government's deflation policy enforced in 1953.

Under the tight money policy, industrial production declined and the purchasing power dropped proportionately. Business enterprises collapsed one after another and advertising sales declined.

Meanwhile, despite the indiscriminate promotion efforts, newspaper circulation had failed to pick up as much as expected. The per-copy population was 2.78 in 1951, 2.6 in 1952 and 2.42 in 1953. This goes to show that the enormous funds spent for newspaper sales promotion were wasted to all intents and purposes.

Advertising space, meanwhile, failed to increase in proportion to the increased per-edition pages. The percentage of advertising space was 29.2 in 1951, 27.2 in 1952 and 27.5 in 1953.

In the 1952-3 period, newspapers were saddled with increasingly heavy outside debts despite the seemingly prosperous activities. Publishers began to realize the need for more rational management. At the Newspaper Convention held in October, 1953, President Tanaka of Kobe Shinbun called upon fellow newspaper publishers to stop the practice of squandering huge sums of money in indiscriminate sales competition.

Earlier in the same year, the Newspaper Publishers Council submitted a memorandum to the Fair Trade Prac-

tice Commission calling for the application of the Anti-Monopoly Law to unfair methods of sales promotion. The Commission, in turn, distributed questionnaires to newspaper publishers sounding out their views on the advisability of including the newspaper industry in the category of businesses subject to the legal provisions banning unfair business practices. The questionnaire specifically asked the publishers whether they regarded prizes and lottery tickets offered to newspaper readers as "unfair practices" and, if so, whether they saw the need of clamping a legal ban on them.

As many as 60 of the 70 newspaper publishers replied in the affirmative, showing that the newspaper industry was embarrassed with the results of the bitter competition it had initiated. It was agreed, however, that newspaper publishers would halt these promotion efforts by voluntary restriction rather than by legal means. By March, 1954, a nation-wide string of committees designed to stop unfair sales promotion methods was organized.

In September, the same year, major newspapers raised their subscription rates by almost 20 per cent from ¥280 to ¥330. This action was prompted by the need to offset the expenses for sales promotion, rising production cost resulting from increased per-edition pages, increased payrolls and the failure of advertising revenue to increase as expected.

The increased subscription rates naturally threatened a cutback in circulation and again necessitated an intense sales promotion. This time, however, efforts for promotion were directed toward better service to the readers by increasing per-edition pages because the publishers were bound by their pledge to eschew unfair practices for sales promotion.

This trend was spurred by the sagging newsprint prices induced by the deflationary policy. As consumption



increased, however, the newsprint market stiffened again because the price drop had been caused, not by over-production, but by money shortage. In February, 1955, the Newsprint Committee of the NSK saw fit to warn publishers against increasing newsprint consumption.

Nevertheless, newspaper publishers continued to fatten their papers. In April, Sankei started free distribution of thrice-weekly supplements for high school students and elementary school pupils. In May, Yomiuri followed Sankei's lead by publishing supplements for children.

In view of the serious implications of these promotion efforts, NSK's Board of Directors issued warnings to Sankei and Yomiuri. Sankei called off the free distribution of its supplements but Yomiuri refused to heed the warning. In August, NSK expelled Yomiuri from its membership but the effect of this disciplinary action was more moral than material.

In September, Osaka Yomiuri announced a ¥200-million prize program in a bold move to boost its circulation. Osaka area newspaper publishers countered this move by filing a protest with the Fair Trade Practice Commission on charges of violating the Anti-

Monopoly Law. In November, the Supreme Court issued an injunction and Yomiuri agreed to cancel the prize program. The paper was readmitted into NSK in December.

These incidents prompted Japanese newspaper publishers to seek legal control on sales promotion measures and as a result, the Fair Trade Practice Commission announced in December, 1955, a set of rules banning prizes, free copies and discounts as well as the practice of forcing upon newspaper sales agencies more copies than are fixed by contracts between publishers and sales agents. This arrangement whereby the newspaper industry agreed to subject a part of its business to legal control is unprecedented in Japan's newspaper history.

Meanwhile, the tendency to increase per-edition pages has continued, this practice being regarded as fair and reasonable as a business policy. However, this trend is liable to upset the balance of newsprint supply and demand and also to place smaller papers at a disadvantage. Therefore, the newspaper industry is studying a plan to set a standard on the relationship between the per-edition page number and subscription rates.

### c. Printing

The wild competition in the editorial phase and business side had its effects felt inevitably in newspaper printing operation.

Worthy of particular note in this connection is the fact that while the post-independence developments in the editorial and business phases were directed toward the restoration of pre-war mode of competition, a marked progress far surpassing the prewar level was achieved in the field of newspaper printing. Phenomenal strides were made in printing technology, quality of materials, working efficiency and the

efficiency of machinery.

In the field of technology, efforts were devoted to making newspapers as easily readable as possible. Small types—legacy of wartime shortage—were replaced by larger ones in proportion to the increased supply of newsprint. Intensive researches were made on photo engraving and multi-color printing and today almost half of the major dailies are capable of multi-color printing.

In the field of technology, newspaper printing experts have taken part in the Government's efforts to standardize

newsprint specifications. For quite some time after the war, newsprint, printing ink, mats and other basic materials for newspaper production remained in such short supply that it was difficult even to draw the minimum line for permissible quality. As production picked up gradually, however, publishers began to pay more attention to the qualitative standards of these products—especially newsprint. Newspaper publishers wanted sufficient strength and smooth texture in newsprint to fit the high-speed rotary press.

NSK's Technological Committee set up a special subcommittee on newsprint specifications in April, 1952 and continued negotiations for four years with newsprint manufacturers and the Government's Industrial Technology Board. In March, 1956, a Government-decreed specification was fixed, providing that the newsprint should have less than three seams per roll and its tensile strength should be more than 1.8 kilograms.

A study is being continued by interested circles for establishing Government standards for printing ink, mat materials, type metal and zinc plates.

Meanwhile, since 1953 when newspaper pages began to increase, interest has been aroused in increasing the operational efficiency of newspaper printing. Up to that time, most of the processes in newspaper printing had heavily depended on manual labor but since several years ago, a trend toward mechanization has set in. First of all, Japanese newspaper plants have begun using monotype machines in place of the laborious and slow process of picking types by hand. With 3,000 Chinese ideographs and Japanese syllabaries to handle, Japanese monotype machines are not so simple to

operate as linotypes, the average operating speed being about 40 letters per minute. Even at this rate, the monotype is far speedier than the hand-setting process. Furthermore, automatic monotypes operated by perforated tapes have also come into use, making it possible for a single operative to handle several machines. The system has now advanced to a stage where monotype installed in branch offices can be operated from the head office by a system of remote control.

In photo-engraving, too, a marked progress was initiated in 1954 when Mainichi imported a Scan-A-Graver from the U.S. The Japanese newspaper industry is now interested in developing the electronic engraving process which is much simpler than the chemical process.

The newspaper industry has also demonstrated a progressive outlook in labor management. A forward step in this field was taken in 1956 when the Plant Labor Management Subcommittee of NSK's Technological Committee succeeded in evolving a rational method of arranging type cases in line with the postwar scriptural reform by which the commonly used Chinese ideographs have been reduced to 1,800 and the script has been simplified.

In the mechanical phase of the operation, improvements have been made in the mechanism of the rotary press and automatic folding and packing apparatuses.

On the whole, newspaper printing has made a remarkable progress in postwar Japan and this trend is likely to continue in the future toward the goal of maximum mechanization and automation.

#### d. Conclusion

Major trends in the Japanese newspaperdom during the 10 postwar years

may be summarized as follows:

During the Occupation, the Japa-

nese press, though freed from the Government control of prewar and wartime years, was placed under a new control imposed by the Occupation authorities, and handicapped by newsprint shortage.

After the Occupation, the press tended to indulge in cut-throat competition so bitter as to invite public censure. Later, the newspaper industry regained a sense of proportion and

corrected the excesses by itself. The wild competition that raged at one time has now given way to reasonable practices in sales and news-gathering activities.

Never in its 100-year history has the Japanese press enjoyed more freedom than at present. And Japanese editors and publishers are aware of their responsibility for keeping the nation's press free.



Japan's preliminary Antarctic survey team left Tokyo Port on November 8, 1956, for the South Pole aboard the converted icebreaker Soya. Two newspapermen—Shiro Takagi of the Asahi Shinbun and Hideo Den of the Kyodo News Agency—took part in the expedition as members of the survey team. Their reports were pooled for all Japanese newspapers. Six other news media men were included in the team and they were engaged in telecommunications, aviation and other activities of the expedition. Photo shows the Soya breaking through a sea of pack ice in the Lutzholm Bay.

Photo by Courtesy of the Ministry of Education

(This is a telephoto sent from the board of Soya to K. D. D.)

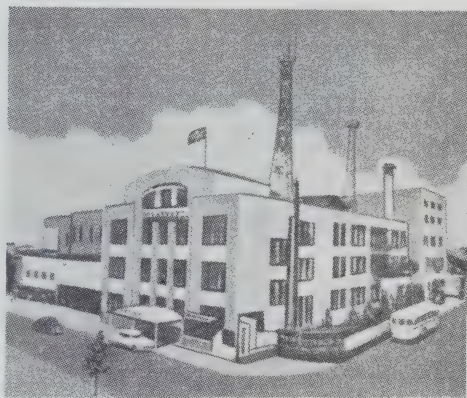


# *The Chubu Nippon*

**The Manchester Guardian in Japan**  
and

**Leading Paper in Central Japan**  
Morning & Evening Daily

Other Publication :  
The Chunichi Sports (Daily)  
The Alpinist (Monthly)  
The Nogyo Nippon  
(Monthly)  
(Japan Agriculture)



Head Office

<b>Head Office :</b>	Miyukihonmachi, Naka-ku, Nagoya
<b>Tokyo Bureau :</b>	2-chome, Uchisaiwaicho, Chiyoda-ku, Tokyo
<b>Osaka Bureau :</b>	Naka, 2-chome, Dojima, Kita-ku, Osaka
<b>Branches :</b>	90
<b>Overseas Branches :</b>	Washington, New York, London, Paris, Bonn, Beirut, New Delhi, Hong-kong
<b>Overseas Associate Correspondents :</b>	San Francisco, Los Angeles, Honolulu, San Paulo, Buenos Aires, Berlin, Taipei.

The Tokyo Chunichi  
Shimbun (Daily)

THE TOKYO CHUNICHI  
**東京中日新聞**



# THE NIHON KEIZAI

(THE JAPAN ECONOMIC JOURNAL)



*Morning edition 12 pages*  
*Evening edition 4 pages*

(Head Office)

**Tokyo Head Office :** Kayabacho, Chuo-ku

**Osaka Branch :** Imabashi, Higashi-ku

**Nagoya Branch :** Sakuracho, Naka-ku

**Fukuoka Branch :** Tenjin-cho

**Sub-Branches :** 51 (all over Japan)

# The Hokkaido Shimbun



Head Office: Nishi 3-chome, Odori, Sapporo

Publishing Office: Sapporo, Hakodate, Asahikawa, Kushiro

General Bureau & Branch Offices: Tokyo, Osaka, Otaru,  
Muroran, Obihiro, Kitami

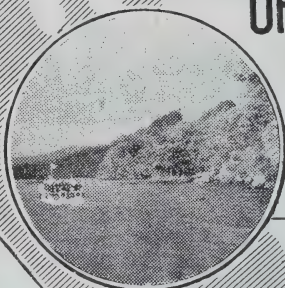
Local Bureaus: 40 Bureaus in and out of Hokkaido

# THE KAHOKU SHIMPO

LEADING PAPER IN NORTH-EAST AREA  
OF JAPAN

Morning & Evening Edition  
And other Publications

河北新報



TOWADA



ZAO

○  
SENDAI



MATSUSHIMA

Head Office	141 Higashi 2-bancho, Sendai
Tokyo Office	Ginza Nishi 8-chome, Chuoku
Osaka Office	Dojima Kami-2-chome, Kitaku
Branch Office	Morioka. Aomori. Akita. Yamagata. Fukushima.

## **PART II**

**Japanese Press 1956-1957**





## 1. Some Editorial Events

Nihon Shinbun Kyokai (The Japan Newspaper Publishers and Editors Association), a national organization comprising newspaper companies, news agencies and radio companies, celebrated the 10th anniversary of its founding in July, 1956. The occasion was greeted with special significance because it marked a milestone in the turbulent postwar history of the Japanese press.

"Free and responsible press" has been the guiding principle for the Japanese newspaper industry since its rebirth in a democratic Japan after World War II. This slogan, embodied in the Canons of Journalism adopted by NSK in 1946, has been upheld and observed by the Japanese press. It may safely be said that during the past decade, the Japanese press has succeeded in raising its ethical standard and enhancing its prestige to a great extent.

The year 1956 also saw a significant progress in the editorial and technological aspects.

The number of pages was more or less stabilized at 16 pages a day for newspapers publishing both morning and evening editions. Facilities for the coverage of domestic news were strengthened further and news agency services were also improved. The number of correspondents serving overseas increased measurably and their coverage extended into Communist countries where reporting activities by Japanese newspapermen had hitherto been extremely difficult.

The general economic stability had a salutary effect on the newspaper industry and this, in turn, helped boost editorial activities.

Given below is a summary of outstanding developments witnessed in the

editorial phase of the newspaper industry during 1956.

### *Editors Council*

A new organization called the National Newspaper Editors Council was newly established in the NSK last year. This group, comprising the managing editors of NSK's member newspapers throughout the country was set up in addition to the various committees already in existence to study various problems in the editorial, business and technological departments of the newspaper industry.

The Editors Council met in Tokyo in April and September under the good offices of NSK's Editorial Committee. While the Editorial Committee's standard practice is to discuss specific subjects on the agenda, the council meeting devoted itself to free discussions of various topics which attracted the interest of the individual editors. The subjects ranged from an appeal for more orderly news-gathering activities and the problem of press clubs to the difference in newspaper editing between metropolitan dailies and provincial papers. These conferences proved particularly useful in promoting friendship and understanding among the assembled editors who otherwise have no opportunity of meeting each other. They also had the opportunity of discussing the problem of news coverage with the Chief Cabinet Secretary who acts as Government spokesman.

It has been decided that the Editors Council will meet regularly twice a year—in the spring and autumn—to discuss various problems of common concern and meet Government and business leaders who are important sources of news. This new organiza-

tion is expected to contribute measurably to the enhancement of the standards of newspaper reporting and editing.

### *IPI Asian Conference*

The Asian Regional Conference of the International Press Institute was held in the Sankei Hall in Tokyo for five days from March 19 to 23. The meeting was attended by newspaper leaders from Japan, the Philippines, India, Indonesia, Burma, Hongkong, Israel, Singapore, Pakistan and other parts of Asia as well as the representatives from European countries and the United States. Main subjects of discussions included the means of facilitating news interchange among Asian countries and promotion of mutual understanding among them.

The IPI headquarters was represented by Secretary-General Elliot J. B. Rose. Delegates from participating nations reported on the present conditions of their countries' mass communications industry and compared notes on the various problems of mutual concern.

Lively discussions were held on such questions as the exchange of correspondents among Asian countries, reduction of telegraph rates and restrictions on news reporting. Following three days of debates at plenary sessions and committee meetings, a four-point resolution was adopted on the final day of the conference. The four points were:

1. A drastic reduction should be effected in the telegraph rates on news dispatches among Asian countries.

2. IPI and its members, both individuals and organizations, should endeavor for the abolition of taxes tending to hamper the free interchange of news, special service fees, irrational high-rate charges on news dispatches and import duties on newsprint.

3. Efforts should be made to ease entry visa regulations and insure ade-

quate foreign exchange allocations in order to facilitate news interchange and dispatching of correspondents among Asian countries.

4. International news agencies should supply more background materials on Asia and a greater volume of news dispatches on matters of concern for Asian peoples.

Following the three-day conference in Tokyo, the delegates made a tour of Osaka, Kyoto and Nara to inspect Japan's historical monuments as well as modern industrial establishments. The IPI conference, the first gathering of the kind to be held in Japan, marked a significant milestone in the history of Japanese journalism.

### *Ethics Council*

Two vital issues were taken up last year by the Mass Communications Ethics Council, an organization aimed at elevating the ethical standards of various mass communications media—newspapers, radio, motion pictures and publishing in general.

One was the question of motion picture advertisements with sexual implications and the other was the proposal to tighten voluntary control by all mass communications media in view of the juvenile protection ordinances being enforced by prefectural governments.

These problems first stemmed from the meteoric emergence of a young writer named Shintaro Ishihara. This hitherto unknown novelist shot into Japan's literary world in 1956 when he won Akutagawa Prize, the most coveted literary award in Japan, with his problematical work titled "Season of the Sun." In this novel Ishihara depicts the unfettered pattern of life and love enjoyed by a group of young men and women, all products of the chaotic postwar period, with scant regard for the traditional moral standards.

"Season of the Sun" became a best-seller overnight and produced reper-

cussions in every stratum of Japanese society. Ishihara followed it up with several other equally explosive novels while other writers fell over themselves in a frantic effort to imitate his style.

Enterprising motion picture producers soon clambered on the Ishihara bandwagon. A veritable "Season of the Sun" boom ensued. While the movies based on "Season of the Sun" and similar fictions drew critical comments from the public, the Ethics Council took serious note of the sharp criticism against newspaper advertisements featuring still pictures depicting various erotic scenes in the motion pictures in question.

In one of the council's sessions, representatives from other mass communications media reminded movie industry delegates of the harmful effects which the motion picture advertisements were exerting upon the juvenile mind. They also pointed out that motion pictures of the "Season of the Sun" variety ran counter to the ethical principles of the Motion Picture Code of Ethics Commission.

Movie industry representatives, however, countered the charges by asserting that the "Season of the Sun" fad was more the product of the press rather than their own. They also insisted that the still pictures used in the advertisements for foreign motion pictures were as erotic and harmful to the juvenile mind. Motion picture delegates further argued that the advertisements in question could not necessarily be considered harmful to the younger generation who has been brought up in the postwar period with a new moral concept.

The motion picture industry's rebuttal enraged other representatives and the Ethics Council itself faced a serious crisis. Council members other than motion picture representatives charged that the movie industry's attitude made an impartial discussion impossible and threatened to undermine

the council's prestige, giving a good excuse for the enactment of prefectural and municipal ordinances designed to control the mass communications media. Following several sessions, the council issued a statement asking the Motion Picture Code of Ethics Commission to exercise voluntary control on movies of the "Season of the Sun" variety.

The affair was settled later as the Code of Ethics Commission undertook to reorganize itself and tighten voluntary control in line with the Ethics Council's recommendation. Meanwhile, the fad subsided soon as every fad does and motion picture companies called off the production of "Season of the Sun" series.

Meanwhile, the Metropolitan Police Department released a report on its survey concluding that many of the sexual crimes and vandalism committed by juveniles are attributable to the effects of motion pictures and other mass communications media. It is significant that the two major divisions of the mass communications industry—the press and the motion picture—came into conflict over the "Season of the Sun" controversy.

Another problem taken up by the Mass Communications Ethics Council was the enactment of prefectural ordinances designed to protect the younger generation from allegedly harmful effects of mass communications materials. Since 1955, juvenile crimes have been on the increase and serious attention has been directed toward the tendency by the police and educators. A move was launched to control harmful publications and motion pictures by legal means on the ground that many of the juvenile crimes have been inspired by mass communications media. Prefectural ordinances providing for restrictions on publications and admission into cinema halls have been enacted and put into force in 11 prefectures.



Although the purpose of these decrees is understandable, the Mass Communications Ethics Council has opposed this type of prefectural legislation because such a restriction is liable to undermine the social functions of mass communications media. The Council, therefore, appealed time and again to the authorities concerned that voluntary control by the respective mass communications media themselves was a better answer to the problem.

In 1956, however, the "Season of the Sun" fad gave further impetus to the tendency toward juvenile delinquency and, consequently, to the outcry for legal control. The Ethics Council naturally paid more serious attention to the problem.

Mass communications media, meanwhile, have realized the need to exercise voluntary control to minimize harmful effects on the juvenile mind. Another Mass Communications Ethics Council has been established in Osaka late in 1956 in addition to the one organized in Tokyo. Plans are afoot to establish similar organizations in each prefecture.

The move to enforce prefectural ordinances and the mass communication industry's own voluntary control have so far progressed in parallel. If the latter move gains in intensity and effectiveness, legal restrictions are bound to lose their meaning and the principle of the free press will be enhanced. For this reason, it appears certain that the move to enhance the ethical standards of the mass communications media will be pushed with increased vigor.

#### *Legal Problems*

NSK has maintained the Legal Problems Research Council for the purpose of studying legal problems involving the press. This body comprises newspaper representatives and legal experts.

Most important among the legal problems concerning the newspaper industry is that of libel. The Council has carried out an exhaustive study on the problem of libel and has set forth established interpretations regarding the limits of newspaper reporting and the scope of libel charges.

During 1956, the council took up the question of obscenity for its study. A few years ago, a Japanese translation of D. H. Lawrence's "Lady Chatterley's Lover" was picked up for prosecution on obscenity charges and the case is still on trial. This case has sparked lively public discussions of the question of obscenity in literature. The Japanese Criminal Code in force today provides for control on obscene publications but much ambiguity remains as to the exact definition of obscenity in literary works such as "Lady Chatterley's Lover." While serial fictions, drawings and advertisements appearing in newspapers are considered potentially amenable to the obscenity provisions of the Criminal Code, opinion is still divided as to where to draw the line. There is a constant danger of law-enforcement authorities passing unilateral judgment detrimental to the freedom of the press. This is the reason why the Legal Problems Research Council took up the problem of obscenity for study.

The study is in progress, and no conclusion has been reached. When the investigation is completed, a clear-cut interpretation regarding the matter will become available, providing a yardstick for newspaper editors.

#### *Election Reporting*

Japanese newspapers, always engaged in severe competition unparalleled in other countries of the world, concentrate most heavily on the coverage of elections for the Diet (Parliament). At election time, each of the major newspapers with nation-wide news networks sets up its own system of collect-

ing the latest returns from provincial constituencies. The Kyodo News Agency also has a communications network covering the entire country and supplies hour-by-hour results of vote counting. These operations, undertaken simultaneously, produced nothing but nearly identical results, entailing a tremendous amount of wasted energy.

In the postwar period, however, newspaper publishers have come to realize the need for eliminating unnecessary competition both in the editorial and business phases. As a result, the first step toward eliminating duplication of efforts was undertaken in connection with the partial election of the House of Councillors (Upper House of the Diet) held in July, 1956. It was agreed among newspaper companies to rely on the Central Election Management Commission for the number of votes won by the candidates running from the national constituency. An organ known as the Election Report Headquarters was set up jointly by the Autonomy Agency of the Government and leading newspapers and news agencies. This body undertook the task of announcing the number of votes reported hour after hour to the Central Election Management Commission from its local branches throughout the country. By this system, newspaper companies realized a tremendous saving in money and manpower for in the past, the individual newspapers had to collect the returns from every city, town and village throughout the country.

The July experiment proved a big success and newspaper publishers are now studying the possibility of employing the same method for the House of Representatives (Lower House) elections which, incidentally, have greater news value than the Upper House polls.

The 1956 experiment was an epoch-making development in the history of the Japanese press in that it changed

the traditional election reporting system, in force for many decades, in favor of a more economical and rational method. It is significant that the venture is going to develop into an overall revision of the system including the Lower House elections.

### *Major Press Campaigns*

Two significant press campaigns were held during 1956 and both of them attracted keen attention from the public. One was the "Find the Parents" campaign undertaken by the Asahi Shinbun while the other was the anti-hooligan crusade undertaken jointly by all papers.

The Asahi campaign was inspired by the realization that 10 years after the end of the war, many children separated from their parents in the wartime and immediate postwar chaos still remain separated, ignorant of each other's whereabouts. In carrying out this campaign, Asahi devoted extra pages carrying the pictures of the "orphaned" children, their names, ages and other pertinent data. Several scores of such children were introduced in each of a series of "Find the Parents" extras published periodically since March. The data on these hopeless children were collected from child welfare institutions in each of the four districts where the Asahi maintains its major publishing centers—Tokyo, Osaka, Nagoya and Kokura.

The campaign drew an immediate response from the public and during the six months in which it was carried out, more than 100 children were reunited with their parents. Asahi's imagination and prolonged efforts won high praise from all quarters concerned. The Diet saw fit to adopt a resolution expressing gratitude for this undertaking.

The anti-hooligan crusade was carried out in collaboration with a nationwide police crack-down on hooligans and racketeers infesting urban amuse-

ment centers. Newspapers carried series of stories exposing the operations of these undesirable elements. Meanwhile, the police stepped up their clean-up operations, breaking up most of the racketeer rings in urban centers throughout the country.

A complete stamping out of these social pests is an extremely difficult undertaking. The organized press campaign, however, went a long way toward arousing public awareness of this social evil and encouraging their cooperation in the police action. The crusade proved all the more effective because all newspapers joined in the campaign and cooperated with each other in pushing the drive. This was the largest mass press campaign undertaken in postwar Japan.

#### *Improvement of Newspaper Terminology*

Japanese newspapers have generally followed the new simplified pattern of terminology based on the "Chinese Ideographs for Current Use" and the simplified Japanese syllabaries which were decreed by the Education Ministry after the war. Even then, however, Chinese ideographs other than those included in the "Current Use" list have been used frequently. The use of terminology has not been uniform, either, with the result that same meanings are expressed with different Chinese ideographs by different newspapers.

#### *NSK organized in 1953 the Newspaper*

Terminology Discussion Group comprising representatives of member newspapers in order to help unify and simplify newspaper terminology. Early in fiscal 1956, the Discussion Group completed a list of preferred words selected from pairs of synonyms which had been used indiscriminately. This process of standardization has proved a big boon both for newspapermen and

readers. The Discussion Group has followed up this undertaking with a continuing study for standardizing other Chinese ideographs and Japanese syllabaries which are still being used more or less unsystematically.

It has also completed a list of standardized ways of expressing foreigners' names and foreign names of places in Japanese syllabaries. This work was necessary because there had been a great deal of discrepancies in this respect depending on the individual newspaper companies' interpretations of how the respective foreigners' names and places should be pronounced.

Newspapers being the most heavily read literature, standardization and simplification of the script and style used in newspapers have their effects felt immediately in the improvement of the national language. The Newspaper Terminology Discussion Group considers its work very important in that it is bound to have a direct bearing on the future of the national language.

The above is a summation of the major problems and developments seen in the editorial phase of the Japanese press. There are many other cases and instances which point to the Japanese newspaper industry's continuing efforts to enhance its ethical standards and push technological progress. It is heartening to note that great emphasis was laid on cooperative undertakings of the entire newspaper industry rather than on the individual newspaper companies' immediate problems.

Starting from November 1, 1956, overseas telegraph rates, especially those for communications with other parts of Asia were reduced substantially. This was a result of the resolutions adopted by the IPI Asian Regional Conference held in Tokyo earlier in the same year. It is of no small significance that among the countries which took part in the IPI



conference, Japan was the first to reduce the telegraph rates in line with the conference resolutions. It certainly

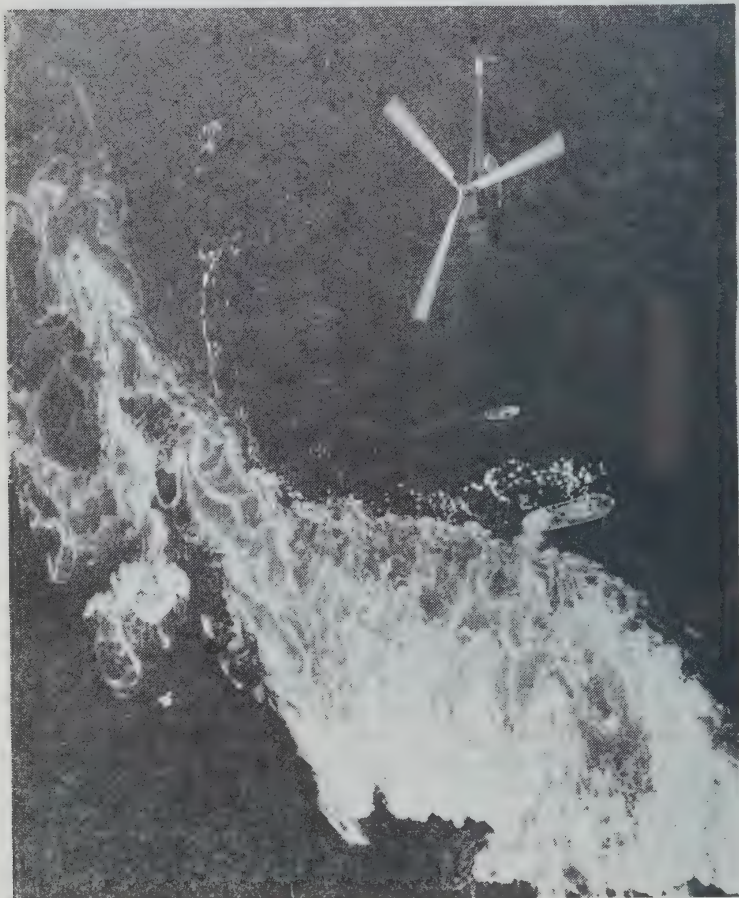
augurs well for international co-operation in the field of the press.



After two unsuccessful attempts, the Japanese expedition scaled the peak of Mt. Manaslu of the Himalayan Ranges on May 9, 1956. Photographs of the historic ascent were taken by Takayoshi Yoda, a photographer of the Mainichi Shinbun which gave financial support to the expedition. He took part in all of the three ventures. Yoda is shown at work at the No. 5 Camp.

Courtesy of Mainichi Shinbun.





As one of its special projects designed to arouse the readers' scientific interest, the Yomiuri Shinbun undertook a survey of the whirlpool in the Naruto Straits between Honshu and Shikoku. The survey was carried out for three days from May 7, 1956. Photo shows bundles of newspapers being thrown overboard from the Awa Maru to check the flow of currents. The helicopter in the picture was dispatched by the Japanese Self-Defense Forces which cooperated in the survey program.

Courtesy of the Yomiuri Shinbun

The Asahi Shinbun carried out a "Find the Parents" campaign for the 5,000 hapless children who have lost or who have been separated from their parents in the wartime and postwar social chaos. As a result of this drive, in which the Asahi Shinbun published a series of 19 special pages featuring the photographs of the unfortunate children, about 10 per cent of those whose pictures appeared in the paper were happily reunited with their fathers and mothers. The campaign was continued from February to November, 1956. Photo shows little Hiroko Miyashi in her mother's embrace following a tearful reunion.

Courtesy of Asahi Shinbun



☞ Sunagawa Town in the suburbs of Tokyo was a scene of bloody clashes between the police and groups of persons protesting again the proposed sequestration of farmland for the expansion of the United States Air Force base. The protest movement was climaxed in October, 1956, when hundreds of persons including news photographers were injured in a clash with the police. Photo shows a battery of news photographers in action at the height of the fighting. Courtesy of Kyodo News Agency

## 2. Newspaper Management

### a. Management

Favored by the second consecutive bumper crop of rice and continuing export boom, the Japanese economy enjoyed the biggest postwar prosperity in 1956. Investments increased for expanding and modernizing industrial equipment and both employment and wages rose significantly. And yet the retail prices of consumer goods marked time. The boom was of such a big scale that the Economic Planning Agency grandly proclaimed that the "postwar period" was now over.

Business corporations reported fat profits. For the April-September period, the 312 major business concerns reported sales totaling ¥2,330,600 million or a 32.4 per cent increase over the ¥1,759,700 million sales recorded for the corresponding six-month

period of the previous year. Profits amounted to ¥82,200 million or an increase of 51.4 per cent over the preceding year's April-September period—¥54,300 million.

While exact data are not yet available, rough estimates seem to indicate that the newspaper industry did not share in the benefits of the boom as much as other industries did. Incidentally, the estimated sales realized by the Japanese newspaper industry in the 1955-6 fiscal year totaled ¥85,000 million.

To get a rough idea of how the newspaper industry fared in 1956, let us check the balance sheets of three newspapers with 500,000-1,000,000 circulations for the first half-year periods of 1955 and 1956.

Company A			(Unit ¥ 1,000)
	1956	1955	Rate of increase
Business income	1,475,470	1,365,725	8 %
Extra income	44,190	28,318	56
<b>TOTAL</b>	<b>1,519,660</b>	<b>1,394,043</b>	<b>9</b>
Overhead and sales expenses	1,444,633	1,352,560	6.8 %
Extra-business expenses	40,652	25,991	56.4
Price fluctuation reserve	4,276	—	
Bad debt reserve	2,716	—	
Retirement allowance reserve	15,465	—	
Sub-total	1,507,742	1,378,551	9.4
Profit	11,918	15,492	-23.1
<b>TOTAL</b>	<b>1,519,660</b>	<b>1,394,043</b>	

Company B			
Gross sales	2,251,910	2,013,947	11.8 %
Extra income	69,938	30,191	131.7
<b>TOTAL</b>	<b>2,321,848</b>	<b>2,044,138</b>	<b>13.6</b>



Cost	2,234,186	1,934,778	15.5
Extra-business expenses	46,310	41,710	11
Profit	41,352	67,650	-38.9
<b>TOTAL</b>	<b>2,321,848</b>	<b>2,044,138</b>	

### Company C

Gross sales	1,063,679	1,005,037	5.8 %
Extra income	15,741	11,701	34.5
<b>TOTAL</b>	<b>1,079,420</b>	<b>1,016,738</b>	<b>6.2</b>
Cost	732,409	694,970	5.4
Business and overhead expenses	296,278	272,324	8.8
Extra-business expenses	30,118	20,761	45.1
Profit	20,615	28,683	-28.1
<b>TOTAL</b>	<b>1,079,420</b>	<b>1,016,738</b>	

All of the three companies, capitalized at from ¥30 million to ¥100 million, are ideally located and have maintained 10 to 12 per cent dividends as compared to the five to six per cent of the "Big Three"—Asahi, Mainichi and Yomiuri. Although it appears that profits decreased for Company A and C, this is due to accounting manipulation. Actually, these companies realized increased profits.

Even then, it is obvious that in the rate of increase of sales, these newspapers are a far cry from ordinary business corporations. This fact may be attributed to the unstable nature of the business management of Japanese newspapers and, to a lesser degree, to the special characteristics of the newspaper enterprise.

### *Circulation War*

As mentioned in the 1956 edition of The Japanese Press, a legal measure based on the Anti-Monopoly Law was taken late in 1955 in order to halt the excesses in newspaper sales promotion. This step was taken in place of the voluntary control which proved to be ineffective.

As a result of this legal ban, rival

newspapers found the outlet for their competitive urge in increasing the number of per-edition pages. Whereas a monthly subscription rate of ¥330 for 12 pages a day (eight pages for the morning edition and four for the afternoon edition) had been considered the standard for average newspapers, the number of pages began rising to 14 or 15 pages. Meanwhile, some companies began selling their 12-page (morning and afternoon editions) papers for the cut rate of ¥300 per month (two deliveries a day) and ¥280 (one delivery). One company has been selling a 16-page paper (morning and afternoon editions combined) for ¥300 per month.

The ratio of newsprint cost to the total newspaper production cost has been decreasing somewhat in recent years and, as mentioned elsewhere in this volume, newsprint output has been on the increase. However, this tendency toward increasing the per-edition pages has been viewed with alarm as a potential cause of unrest in the newspaper industry.

In order to cope with this threat, NSK's Board of Directors organized an Industry Stabilization Council in



May. Early in June, the council agreed (1) not to increase the per-edition pages any more and (2) to inform the council one month in advance if the number of pages must be increased due to unavoidable reasons.

Immediately after the council was organized, however, Yomiuri took a step which amounted to a virtual increase of per-edition pages and Mainichi followed suit. At a council meeting held in mid-July, all member newspaper companies including Asahi pledged not to increase the pages any more.

As the second step, the council took up two proposals—one to fix price differentials according to the number of per-edition pages and the other to abolish afternoon editions for Sundays. As the latter step had long been asked for by newspaper sales agencies and the Federation of Newspaper Workers Unions, a majority of the newspaper companies represented on the subcommittee studying the proposal favored the abolition of Sunday afternoon editions. Some, however, voiced strong objection and the matter has been shelved.

The proposal to fix price differentials was subjected to a close study by all parties concerned but due to a strong objection raised by some, no agreement was reached. A compromise was reached in December when the Board of Directors approved a proposal, made by NSK President Murayama in whose hands the matter had been placed, that when any NSK member company decides to increase the number of pages, it will give "judicious consideration" to the matter of subscription rates. With this decision, the Stabilization Council was disbanded.

### *Sales*

In 1956, the newspaper industry was preoccupied with the application of the new Anti-Monopoly Law ruling put

into force late in 1955. Under the new ruling, the newspaper industry has been prohibited (1) to offer to the readers premiums, supplements (that can be considered separate merchandise) and other similar economic benefits, (2) to distribute free or sample copies, (3) to offer discounts in subscription rates or fix discriminatory rates and (4) to force an excessive number of newspaper copies on unwilling newspaper sales agencies. These practices have been banned as "unfair practices." To enforce the ruling on a self-regulating basis, a Fair Newspaper Trade Practice Council has been established in Tokyo. Regional councils with local chapters have also been set up in 11 districts.

During 1956, the newspaper industry tackled a number of serious issues in the phase of sales. One of these was the problem involving the publication of "Weekly Tokyo" as a supplement to the Tokyo Shinbun. While the magazine in question was definitely classified as a supplement in the eyes of all concerned and its publication considered illegal, Tokyo Shinbun continued to publish and distribute the extra in defiance of the protests from the rest of the newspaper industry. The matter was finally submitted to the Fair Trade Practice Commission. Following this action, Tokyo Shinbun backed down and promised to suspend the publication of "Weekly Tokyo" as a free supplement after March. The prolonged dispute and the manner in which it was brought to a settlement cast a dark shadow over the future of the new ruling.

Another issue concerned the fact that Osaka Yomiuri and Yomiuri (Tokyo), both under the same management, were publishing newspapers with different number of per-edition pages at the same subscription rate. This practice was considered tantamount to setting regional differentials in the subscription rates—one of the

practices banned under the new ruling. This matter was submitted to the Fair Newspaper Trade Practice Council in February.

In view of the serious implications of the issue, the council met several times and called upon a subcommittee to study the case closely. With no decision reached, the council submitted the case to the Fair Trade Practice Commission for a clear-cut legal interpretation. No decision, however, has been given so far.

Alleged dumping of Tokyo Shinbun was another case. This paper, for many years an exclusively afternoon paper, started publishing morning editions and set the subscription rates for the combined morning-afternoon editions (eight pages each) at an unparalleled ¥300. This action brought forth an angry protest from its competitors. Moreover, since the middle part of September, Tokyo Shinbun increased the number of pages by two five times a week.

More than 40 medium and small papers including eight regional journals in the Kanto district appealed the case to the Fair Trade Practice Commission on the charge of dumping. The protest pointed out that since the newsprint and printing cost and the sales commission for a newspaper equivalent to Tokyo Shinbun added up to ¥320 per month, the monthly subscription of ¥300 constituted a sacrifice price. Moreover, the protest said that in view of the prevailing advertising sales situation, advertising revenue could not be considered sufficient to cover the obvious deficit.

The Fair Trade Practice Commission then asked Tokyo Shinbun to clarify its stand in writing. This case has also remained pending.

The fourth case concerned the distribution of coupons for free copies of Sankei-Jiji, allegedly undertaken for the purpose of soliciting membership in the "Sankei Hall Friends' Society."

In the middle part of December, a conference was held between Sankei-Jiji and the Fair Newspaper Trade Practice Council and, as a result, Sankei-Jiji agreed to call off the distribution of the free-copy coupons. The matter has been settled, except for the disposal of the free copies already distributed.

The fifth case involved the price differential in the subscription rates of the Toyama Shinbun and Hokkoku Shinbun, both published by the Hokkoku Shinbun Company in Kanazawa. Late in November, Kita Nippon Shinbun Company in Toyama submitted the case to the Fair Trade Practice Commission, which in turn asked the Tokyo Higher Court to issue an injunction.

Late in August, the Fair Trade Practice Commission sounded a warning to the newspaper industry, pointing out that surreptitious violation of the Anti-Monopoly Law was prevalent. The commission warned that it might be constrained to bypass the industry's own watch-dog machinery and take legal actions against such violations.

In mid-October, the commission picked newspaper sales agencies serving 11 major newspapers and checked the number of copies sent to them from the publishers and the number of copies actually distributed to the readers. The commission's survey revealed that in some of the agencies checked in this investigation, the number of copies left undistributed amounted to 32 to 41 per cent. The commission sounded another warning and called upon the newspaper publishers to exercise voluntary control.

#### *Advertising*

The cost of advertising during the 1956 fiscal year was estimated at ¥74,500 million or an increase of ¥13,600 million (22 per cent) over the previous year's record—¥60,900 million. As the previous year's rate of increase was

about 11 per cent, 1956's figure was an indication of markedly intensified advertising activities.

Broken down media-wise, newspapers took ¥40,500 million (preceding year: ¥33,700 million), magazines ¥4,000 million (¥3,500 million), radio ¥3,000 million (¥9,800 million), television ¥2,000 million (¥900 million) and out-door sign boards and others ¥15,000 million (¥13,000 million). Newspapers accounted for 54.3 per cent (previous year: 55.3 per cent) of the total advertising expenses, magazines 5.4 per cent (5.7 per cent), radio 17.4 per cent (16.1 per cent), television 2.8 per cent (1.5 per cent) and out-door sign boards and the like 20.1 per cent (21.4 per cent). The above figures show that newspaper advertising continued to be the most important medium of advertising. Newspaper advertising accounted for about half of the increase seen in the total advertising expenses during the year.

As regards the rate of increase, however, the newspaper was a far cry from the telecommunications media, especially television. Thus, the relative importance of newspaper advertising in the total advertising expenses declined again last year, though slightly.

At the end of August, Asahi raised the advertising rate. Mainichi, Yomiuri and many of the regional papers followed suit, the rate of increase ranging from 20 to 40 per cent.

Advertising clients expressed dissatisfaction with this move, especially because the newspapers failed to give convincing proof to show their superiority as an advertising medium. They protested that the claims made by newspapers were not convincing enough, the reasons given being either "to improve the paper" or "because the advertising rates had been held in check for the past five years." Some advertisers demanded that all newspapers join the Audit Bureau of Circulations.

In April, the Japan ABC Association switched its survey from mere circulation to the number of paid subscriptions and extended the survey period from three to six months. Starting in July, the ABC Association made the method of survey stricter. In May, it also asked for the newspaper industry's cooperation to bolster the structure of the ABC machinery.

The NSK and advertisers' representatives met in conference several times since June but failed to reach a conclusive agreement before the end of the year. As of the end of 1956, ABC members totaled 208—34 newspaper companies, four magazine publishing companies, 129 advertisers and 41 advertising agencies.

Meanwhile, interest was aroused in the academic research on advertising. In October, advertising societies were organized in Tokyo and Osaka. In the field of newspaper advertising, the All-Japan Newspaper Advertising Research Society was established in November and a draft constitution worked out in the following month. This society has been soliciting the participation of NSK member companies.

A tendency toward greater legal control has become manifest in various aspects of the newspaper industry's management. Newspaper sales have already been placed under the Anti-Monopoly Law since the closing days of 1955.

In June, the Welfare Ministry added seven new clauses to the ruling governing the advertisements on pharmaceutical supplies. Salacious advertising has also given the excuse for legal control. For example, the draft Osaka Prefectural Ordinance for Protection of Juveniles empowers the prefectural governor to order advertisers to change the advertisements found liable to stimulate sexual sentiments or violence and hamper the sound growth of young persons.

Meanwhile, a bill designed to encourage the organization of medium and small businesses is scheduled for presentation to the Diet (parliament) during the forthcoming session. If this bill is passed, newspaper sales agencies would organize themselves into an association and win collective bargaining powers against newspaper publishing companies. This move, which would help enhance the distribution agencies' legal and economic position, would prove an epoch-making event in the history of newspaper sales.

Some of the regional papers, dissatisfied with the dissolution of the Newspaper Industry Stabilization

Council, are reported to be looking forward to the enactment of a law equivalent to the Newspaper (Price and Page) Act, 1956, of India apart from the International Trade and Industry Ministry's Industrial Adjustment Bill providing for industrial cartelization.

In the face of such a trend, NSK President Murayama sounded a warning, in his message to the 1956 Newspaper Convention on October 1, that the best defense against the menace of bureaucratic control was in the newspaper industry's self-criticism against questionable practices rather than in a loud protest against the tendency.

#### Total number of pages issued by six leading newspapers, Tokyo

<i>Name of Newspaper (Subscription rate per No.)</i>	<i>year</i>	<i>Jan.</i>	<i>Feb.</i>	<i>Mar.</i>	<i>Apr.</i>	<i>May</i>	<i>June</i>	<i>July</i>	<i>Aug.</i>	<i>Sep.</i>	<i>Oct.</i>	<i>Nov.</i>	<i>Dec.</i>
Asahi Shinbun	1955	370	346	382	384	380	376	400	434	372	414	400	418
(¥330)	1956	402	390	422	430	434	430	464	438	418	446	452	478
Mainichi Shinbun	1955	372	342	380	372	374	386	404	386	368	416	400	416
(¥330)	1956	392	384	424	416	422	424	454	450	414	446	430	472
Yomiuri Shinbun	1955	368	350	382	376	376	350	400	376	370	404	390	420
(¥330)	1956	398	372	410	402	428	438	462	442	424	454	434	458
Sankei Jiji	1955	365	340	392	374	392	386	406	402	404	476	464	464
(¥330)	1956	472	452	490	480	486	496	504	496	472	514	502	512
Nihon Keizai	1955	408	386	416	460	460	468	480	480	448	476	460	468
(¥330, ¥350)	1956	464	448	476	468	460	470	476	480	460	480	458	478
Tokyo Shinbun	1955	244	232	252	240	240	240	248	248	232	240	240	248
(¥240, ¥330)	1956	252	232	248	480	480	482	496	502	488	544	530	534

1) ¥330 till April; ¥350 since May of the year. 2) ¥240 till March, 1956 issuing evening only; ¥300 for morning and evening combined since April, 1956

### b. Newsprint Situation

In 1956, Japanese economy enjoyed another boom year thanks to the brisk export trade and bumper rice crop. Domestically, active investments and booming consumer demand featured

the nation's economic life. As a result, the volume of advertisement increased remarkably in newspapers as well as other mass communications media. Coupled with the editors' demand for



more newspaper space, this trend brought about an over-all increase in the number of newspaper pages.

In 1955, 21 among the 94 NSK-member dailies had more than 12 pages per diem, the average page number being 12.7. In 1956, the number of papers publishing more than 12 pages daily increased to 23 and the average number of pages rose to 13.4. In October, the figures increased to 29 and 13.5 pages, respectively.

The circulation, meanwhile, increased from 33,950,000 as of December, 1955, to 34,400,000 in June, 1956.

Parallel with this trend, newsprint consumption and production increased accordingly.

Newsprint output rose from 459,947 metric tons in 1955 to 523,000 tons (estimate) in 1956, representing a 13 per cent increase. The production increase was made possible by speeding-up of the paper manufacturing process and increased installation of paper-

manufacturing machines.

In March, 1956, newsprint output totaled 44,067 tons or an eight per cent increase over the corresponding period of the previous year. The March figure was an all-time high. In October, the record was broken with the unprecedented volume of 45,904 tons.

During the latter part of 1956, however, newsprint production was adversely affected in some paper mills due to railroad congestion and power shortage, both resulting from the over-all expansion in economic activities, as well as the rise in the prices of pulp timber.

Several paper mills were credited with plans to install new paper-manufacturing machines including 208-inch and 142-inch machines between the closing months of 1956 and the early part of 1957. However, these plans were likely to be delayed due to the transportation bottleneck, power shortage and high timber cost.



# THE TOKYO SHIMBUN

*The Most Influential  
Metropolitan Morning  
& Evening Paper  
Worth Its Name*

*Also publishing  
**Shukan Tokyo**  
The weekly magazine*



**Head Office:** 10/2, Uchisaiwai-cho, Chiyoda-ku, Tokyo, Japan  
**Telephone:** Tokyo (59) 3101—9

NSK's Newsprint Committee estimated in August, 1956, that the Japanese paper industry would be able to produce, after April, 1957, 49,896 tons of newsprint per month—a volume enough for 30 major dailies to publish 16-page editions every day. Two months later, however, the committee was forced to revise its estimate in view of the various unfavorable factors. It will be a few months later that the target output will be achieved.

Newsprint consumption in Japan also rose from 451,647 tons in 1955 to 502,000 tons (estimate) in 1956, or an 11 per cent increase. The increased consumption was caused mainly by the increase in the number of per-edition pages.

Meanwhile, an estimated total of 19,505 tons of newsprint were imported during 1956. Newsprint shipments, both for domestic consumption and export, totaled 523,000 tons (estimate) and almost balanced with the annual output that amounted to 523,000 tons (estimate).

Manufacturers' stocks, therefore, saw only a slight increase. The inventory as of the end of January amounted to 20,775 tons or enough to last 16.5 days while the figure at the end of October was 22,771 tons (15.7 days). Due to the increased rate of consumption, the sustaining period had decreased although the volume of the stocks rose slightly.

In view of the precarious balance between the demand and supply, the Newsprint Committee frequently sounded warnings against the general trend toward increased newsprint consumption, calling upon the publishers to exercise voluntary control.

Newsprint export amounted to 17,010 tons between January and October. The United States headed the list of customers with 6,917 tons, followed by South American countries (5,262 tons), Hongkong (1,678 tons), Taiwan (726 tons) and Korea (680 tons).

The demand from the U.S. and South America was probably occasioned by the worldwide newsprint shortage.

With demand and supply fairly balanced, newsprint prices remained unchanged throughout the year. Prices set by major newsprint manufacturers averaged \$165 per metric ton. Other makers have also maintained about the same level.

By the end of 1956, about 76 per cent of the trees in Hokkaido felled by a 1954 typhoon were hauled out of the forests. The supply of these trees had the effect of softening the domestic market price of pulp timber. From this year, however, the transportation of typhoon-felled trees is expected to become more difficult and slower because the regions will now recede to the hinterland.

During the latter part of 1956, the price of pulp timber shot up along with other kinds of lumber. Among the causes were difficulties in railroad transportation, prospects of increased demand for timber resulting from increased equipment programs in the paper pulp industry, and the proposed hike in railroad freight charge.

As a result, some small paper-manufacturers are reported to have switched their production from newsprint to other kinds of paper. The deteriorating timber supply situation is casting a dark shadow over the program for increased production of newsprint.

Newsprint manufacturers have begun studying countermeasures to cope with the raw material shortage. The newspaper industry is also giving serious thought to the problem.

With the domestic newsprint production continuing smoothly, no newsprint was imported in 1956. The import duty has remained unchanged—7.5 per cent.

The Japan Industrial Standard for newsprint, pending since 1952, was determined in March, 1956, among the newspaper industry, manufacturers and

a neutral commission. The JIS for newsprint covers five kinds of measure-

ments and various quality specifications.

### c. Printing Shop Talk

Since 1955, all Japanese newspapers have gradually increased the number of pages. Toward the end of 1956, some papers approached the level of 12-page morning editions and four-page evening editions.

This trend reflected the continuous increase in newsprint supply and the increasingly severe competition among Japanese newspapers. Chances are that in 1957, some papers will increase their pages to 18 or even 20 (morning and evening editions combined), thus approaching the prewar peak number of pages.

Though far thinner than the fat American newspapers, present-day Japanese newspapers speak of the steady improvement made both in volume and quality during the past several years.

The increased per-edition page number naturally calls for increased volume of printing and improved printing skill on the part of the printing shop. The newspaper printing industry has been preoccupied with meeting this demand for increased and improved printing.

The need for increased printing work affected the type-setting operation more than any other. Major Japanese newspapers have coped with the demand for increased need for type-setting mostly by the mechanization of operation—increased use of the monotype machines. A remarkable progress was made during 1956 in the mechanization of Japanese newspaper printing.

During the past few years, the rows of type cases manned by a large number of type-setters have been rapidly replaced by monotypes, giving a modern air to Japanese newspaper plants. The trend, so far confined to large newspapers in major cities is now spreading to smaller provincial papers.

Keeping pace with the increased installation of monotype machines, mechanical improvement has been effected in the monotypes. The type-setting capacity which until several years ago was limited to about 40 ideographs per minute was increased to a maximum 120 ideographs last year. Remote control of monotype machines has also reached a practical stage following years of research.

The increased demand for printing work has also affected the operation of printing presses. For one thing, the generally increased per-edition number of pages has brought about a correspondingly heavy burden on the presses. For another, a 12-page edition has made it necessary to run three presses in conjunction. In the light of such added work, a number of newspapers found their existing presses reaching the limit of their capacity. To cope with this situation, some newspapers replaced old presses with new models with higher efficiency while others expanded the plants to install more presses.

In addition to these steps to increase the printing capacity, functional improvement of the rotary presses was effected by the installation of automatic paper-pasting apparatuses and multi-color printing devices.

Newspaper companies and printing material manufacturers also cooperated in standardizing various printing materials such as newsprint, printing ink and dry mats. In some items which were already standardized, revisions were made in the existing specifications.

In March, 1956, the Japanese Industrial Standard (JIS) was definitely decided on for newsprint. The JIS for newsprint is admittedly of a low

standard as compared with the standards prevailing in other advanced countries, some of the conditions being a minimum of 1.7 kilograms in anti-tension strength and less than three seams. These are, however, minimum conditions; 98 per cent of the newsprint manufactured in Japan are above the JIS specifications. It is expected that the JIS on newsprint will shortly be revised. The setting up of a definite standard is, nevertheless, significant because the quality of newsprint has been left uncontrolled so far since the end of the war.

Revision of the qualitative standards of printing ink was considered in 1956 but no definite conclusion was reached. While standardization of newspaper printing ink is unheard of abroad, it is considered in Japan as a vital condition for improving the printing effect.

Specifications of the dry mat were fixed by Japanese newspaper companies several years ago and efforts have been continued ever since to improve the standards.

In the field of photo engraving, some

notable changes were witnessed last year such as the replacement of zinc plate by magnesium plate and the wet plate method by the strip film method. Some of the major newspaper companies have started using the Scan-A-Graver on an experimental basis.

In regard to matting, some research was carried out in the use of the plastic molding blanket developed by ANPA. However, the result was not too satisfactory because of the complicated nature of Japanese ideograph types.

In the field of stereotype, improvements were made in automatic stereotype machines and new finishing machines were installed, contributing to the speeding up of the printing process.

All in all, Japanese newspaper printing made rapid strides during last year both in the volume and quality. This trend was spurred by the intensified competition in the Japanese newspaper world and the corresponding eagerness to streamline newspaper management.

## **d. Labor Problems**

The Nihon Shinbun Kyokai conducted a survey, as of January 1, 1956, on the 95 daily newspapers which are its members. Replies submitted by 80 of these newspaper companies showed that their employees totaled 45,995. The employees of the eight major companies each employing more than 2,000 persons numbered 19,261 or about 42 per cent of the total.

Of the total number of employees, those engaged in editorial work accounted for 24.8 per cent, printing accounted for 26.7 per cent, administration 11.8 per cent, business 14.7 per cent, those engaged in work outside the offices and plants 16.7 per cent, publishing 2.7 per cent and other categories 2.6 per cent.

Female employees numbered 4,010

or 8.7 per cent of the total. The percentage of female workers was 4.7 per cent in the editorial department, 7.8 per cent in printing, 28.4 per cent in administration, five per cent in business, 4.6 per cent in extra-office work, 11 per cent in publishing and 12.5 per cent in other categories. The high ratio of female employees in the administrative department is due to the fact that this category of work includes receptionists, switch-board operators and typists.

Among newspaper employees in general, those in their teens accounted for five per cent, 20's 42 per cent, 30's 26 per cent, 40's 19 per cent and 50's five percent. The 20-40 age bracket accounted for an overwhelming 68 per cent.



As regards the employees' service record, those who have worked less than a year accounted for seven per cent, 1-4 years 37 per cent, 5-9 years 27 per cent, 10-19 years 21 per cent, 20-29 years six per cent and more than 30 years two per cent.

As of January 1, 1956, employees unions organized among NSK-member companies numbered 64, with the union membership totaling 37,914. Forty-four unions among these, with an aggregate membership of 32,053, are members of the Japan Newspaper Workers Union Federation, a national organization of newspaper and news agency labor unions. According to a survey conducted on August 1, 1954, the unions belonging to this body numbered 34 and the total union membership 26,480. This goes to show the marked development made by the federation during the intervening 17 months.

Twenty of the NSK-member companies with an aggregate union membership totaling 5,861 have not joined the federation. These unions include such major provincial papers as Chubu Nippon, Kahoku, Akita Sakigake and Kumamoto Nichi Nichi. Also, of the 64 NSK unions, 16 have no labor-management contracts yet.

Trade union movement in the newspaper industry was exceedingly active in 1956 and union struggles for wage demand were particularly intense. Following the year-end bonus struggle at the end of the preceding year, newspaper workers launched the "spring offensive" between February and April, demanding an increased wage scale.

The spring offensive, carried out in conjunction with the large-scale labor union campaign sponsored by the General Council of Japanese Trade Unions, began with the first wave between February 15 and 20. This was followed by the second and third waves between March 9 and 11 and March 18 and 21. In the first and second

waves, employees unions of major newspapers such as Nishi Nippon, Kobe Shinbun, Yomiuri, Osaka Yomiuri, Asahi and the Kyodo News Agency succeeded in winning the management's consent to a wage scale hike. Other unions of lesser scale followed suit.

In the course of the spring offensive, the Nishi Nippon union carried out a partial strike for 17 days while the Yomiuri and Osaka Yomiuri unions resorted to a two-hour strike. Employees of the Kyodo News Agency suspended their work for an hour. Nine other unions completed preparations for a strike. As a result, many unions won fairly big wage scale increases.

In the summer struggle, four unions completed strike preparations while employees of Nihon Keizai, a major Tokyo economic journal, carried out a strike. The Chiba Shinbun Union struck for a day.

Then came the series of union struggles for year-end bonuses. Fourteen unions or almost half of the 30 newspaper companies which are represented on NSK's Labor Committee submitted their bonus demands by October 25. Their demands were 18 per cent higher than the previous year's. In the course of bonus negotiations, unions of such major papers as Yomiuri, Osaka Yomiuri, Nishi Nippon, Shinano Mainichi and Asahi completed strike preparations but no actual strike took place. The year-end bonus campaign was, on the whole, much quieter than the previous year's and the spring and summer struggles.

The only exception was the Chiba Shinbun. In this company, the year-end bonus campaign led to an indefinite strike by the union and a lockout by the management. After intermittent suspensions of publication, the company finally folded up.

The Newspaper Workers Union Federation rendered assistance to mem-

ber unions and helped them win fairly creditable achievements. The federation's aim is to organize a campaign designed to curb the intense sales competition among Japanese newspaper companies. At its seventh national convention held in June, the federation pledged itself to a movement against an increase in the number of newspaper pages and the 13-column makeup. In September, the federation convoked a special convention to

prepare for an industry-wide strike in opposition to increased pages. It was proposed to launch this strike early in November but this plan was voted down.

The federation's Central Committee and the Central Executive Committee have gone on record to call an industry-wide strike during the early part of 1957 but indications are that this plan will fail again.



Rain or shine, Japanese newspaper delivery boys deliver newspapers to the homes of individual subscribers. Ninety per cent of the estimated 100,000 newspaper delivery boys are not registered despite the labor legislation which calls upon employers of juvenile workers between 12 and 15 years of age to file proper registration with the Labor Ministry. In some rural areas, they are so underpaid that their monthly income falls short of ¥1,000—for the tiring work of delivering 100 to 200 copies to the individual homes early every morning.

Courtesy of Sun Shashin Shinbun



**THE BIGGEST EVENING  
NEWSPAPER IN JAPAN**

# **THE OSAKA SHIMBUN**

Daily circulation: 700,000 copies. A newspaper enjoyed by everyone in the family. Subscribed by every household in Osaka Area—Japan's greatest commercial and industrial center.

**Founded: July, 1920**

**Chairman of Board:** Hisakichi Maeda

**President:** Yoshio Sawamura

**Head Office:** Umedacho 27 Kita-ku,  
Osaka, Japan

### 3. Press and Commercial Radio

Commercial radio made its debut in Japan on May 2, 1950 with the promulgation of the Broadcast Law. Previous to that, the radio industry had been monopolized by the Government-operated Japan Broadcasting Corporation (Nihon Hoso Kyokai).

During its six-year history, the commercial broadcasting industry expanded by leaps and bounds. As of the end of 1956, Japan had 40 commercial radio companies—one short-wave and 39 medium-wave. Most of these companies are affiliates of local newspaper companies, having been organized with the capital and personnel loaned by the latter. There are only two radio enterprises which are free from newspaper affiliations—the Bunka Hoso and Nippon Hoso, both located in Tokyo and operating on 50 kc.

Some of the 40 commercial radio enterprises have only slight connections with the newspaper industries, these being Fukui Hoso, Radio Mie, Radio Tokai, Radio San-in, Radio Yamaguchi, Nagasaki Hoso and Radio Miyasaki. Even these companies are, however, partly capitalized, even if in a small degree, by national, bloc or regional newspapers.

The four commercial television stations operating as of the end of 1956 are also affiliated with the newspaper industry in varying degrees. Two of them—Radio Tokyo Television and Chubu Nippon Hoso Television—are the outgrowths of the respective radio stations which are capitalized by newspaper companies. The independent Nippon Television Network and Osaka Television are also partly capitalized by newspaper companies—the former by the Asahi, Mainichi and Yomiuri and the latter by the Asahi and Mainichi.

Thus 95 per cent of the commercial

radio and television enterprises are capitalized by, and under the influence of the newspaper industry.

The Japanese newspaper industry has been keenly interested in radio ever since its inception. The history of radio in Japan dates back to July 12, 1925 when the Tokyo Broadcasting Station, predecessor of the Japan Broadcasting Corporation, inaugurated its broadcasting service. Test broadcast had been started about four months earlier—on March 22.

Even prior to the commencement of the Government-operated radio service, however, newspaper companies had undertaken test broadcasts. The first of these was carried out in February, 1922, between the office of Tokyo Nichi Nichi Shinbun, predecessor of the present Mainichi (Tokyo), and the Industry Club. In March, the same year, Tokyo Asahi conducted a test broadcast between its head office and the site of the Peace Exposition then under way in Ueno Park. In February, the next year, Hochi Shinbun carried out a similar test broadcast between its head office and the site of the Invention Fair under way at Ueno Park. In April, 1924, Osaka Mainichi installed receiving sets in various parts of Osaka City and broadcast news bulletins on the general election then under way. In February, 1925, Osaka Asahi conducted a 20-day test broadcast between its main office and the receiving station set up on the roof of the Takashimaya Department Store.

The interest in radio shown by the Japanese newspaper industry seems to prove the far-sighted awareness on the part of newspaper publishers of the immense potentiality of the radio. It is interesting to note that in the United States, test broadcasts during the early



days of radio were mostly carried out by manufacturers of electric appliances, university research institutes, amateur radio researchers and religious organizations.

The Japanese newspaper industry's initiative in this field may be traced to the existence of a peculiar organizational division in major newspaper companies—the planning department. The functions of this department have not been limited to sales promotion as in the case of the American press but covered a wide field ranging from sales promotion to all kinds of public relations activities. The planning departments have concerned themselves with any and all undertakings that attract the public's interest and win their goodwill be it an alpine expedition, entertainment programs, fairs and exhibitions, circus, baseball games, movies and theatrical performances or a Polar expedition. It was only natural, therefore, that Japanese newspapers ventured to undertake radio broadcasts which held out the possibility of attracting public interest.

Before the principle that radio should be Government-operated was firmly established, the Communications Bureau issued a notice on April 25, 1924 inviting those interested in starting public broadcasting to file applications. As many as 28 organizations submitted applications and a conference of these applicants was held on August 6. Among those present at this meeting were representatives of two newspaper companies—Tokyo Asahi and Hochi Shinbun—and two news agencies—Nippon Dempo Tsushin-Sha and the Teikoku Tsushin-Sha.

When the Tokyo Broadcasting Station was inaugurated after the principle of Government-operation of radio had been established, 36 members of council were chosen at the TBS's general meeting on May 31, 1925 out of those who invested more than ¥2,000 each. Among these council members

were representatives of 10 newspaper companies—Yorozu Choho, Yomiuri, Kokumin, Tokyo Asahi, Hochi, Tokyo Mainichi, Chugai Shogyo, Tokyo Nichi Nichi, Miyako and Jiji—and two news agencies—Nippon Dempo Tsushin-Sha and the Teikoku Tsushin-Sha. In other words, mass communications media accounted for one third of the council's membership.

Of the 20 members of the Board of Directors—the highest executive organ of the Tokyo Broadcasting Station, six were representatives of news media. They were from the Tokyo Asahi, Tokyo Nichi Nichi, Jiji and Hochi and two news agencies—Nippon Dempo Tsushin-Sha and Teikoku Tsushin-Sha.

These facts show that in the early days of the radio industry, newspaper companies were vitally concerned with this new medium of mass communication although they were debarred from operating the radio by themselves under the policy of Government operation.

Likewise, two Osaka newspapers—Asahi and Mainichi—were represented on the management of the Osaka Broadcasting Station which was inaugurated on June 1, 1925. On July 15, the same year, the Nagoya Broadcasting Station was opened. On August 21, the following year, the Japan Broadcasting Corporation was inaugurated as a national organization embracing all of the existing radio stations. In the process of this amalgamation, a radical change took place in the existing relationship between the radio industry and the press.

During the early days of the Tokyo Broadcasting Station, news were broadcast only twice a day—30 minutes each at 1:30 and 7 p.m. On Sundays, news were given only once a day, at 7:30 p.m. What a contrast to the hour-by-hour radio news schedule given by both the Government and commercial radio stations today!

On the first day of the test broad-

cast inaugurated on March 22, 1925, news supplied by Tokyo Nichi Nichi went on the air at 1:30 p.m. and the Tokyo Maiyu Shinbun news at 7 p.m. On July 12, the first day of the regular broadcast, which fell on Sunday, Hoshi Shinbun news was broadcast at 7:30 p.m.—the only newscast for the day. There are reasons for this cold treatment of news, a program which today is considered radio's most powerful weapon.

In those days, all of the three broadcasting stations were independent, small-scale enterprises incapable of maintaining their own news source both for economic and technical reasons. Therefore, they relied on local newspaper companies and news agencies for a free supply of news.

In the case of the Tokyo Broadcasting Station, nine newspapers—Yomiuri, Tokyo Nichi Nichi, Tokyo Maiyu, Tokyo Asahi, Miyako, Kokumin, Chu-gai, Jiji and Hoshi—and two news agencies—Nippon Dempo Tsushin-Sha and Teikoku Tsushin-Sha—supplied the news. The Osaka Broadcasting Station was served by Osaka Asahi, Osaka Mainichi and Teikoku Tsushin-Sha. Later, Kyoto Nichi Nichi and Kobe Shinbun joined the group and supplied local news. The Nagoya Broadcasting Station was served alternately by Shin Aichi and Nagoya Shinbun. As the radio became increasingly popular, newspaper companies began to realize the possibility that the radio would become a serious competitor for them in the future. Thus they tended to take a perfunctory attitude toward supplying news to radio stations and withheld hot news for themselves.

This attitude was reciprocated by the radio stations with equal apathy toward newspaper-supplied news. A good example was a case in which one radio station blandly announced that the news broadcast for that day was going to be cancelled because the news-

paper company in charge failed to supply the news.

Another reason was that in those days, broadcasting materials were subject to pre-censorship by the Communications Ministry which was in charge of the radio stations. At that time, newspapers enjoyed considerable freedom although not so much as at present. Their only obligation was to submit newspaper copies to the Home Ministry for post-censorship. Thus newspapers considered it foolish to devote much energy to such cumbersome procedure as pre-censorship.

Another cause for apathy on the part of newspaper companies lay in the time elements involved in news broadcasts. Taking the time required for the censorship procedures into account, all that could be offered for the 1:30 p.m. news broadcast was a rehash of the news published in the morning paper of that day. Likewise, the material available for the 7:30 p.m. program was identical with the news published in the evening papers. This situation all but killed the value of the radio news. The situation was aggravated by the conscious effort on the part of newspapers to save hot news for themselves. Thus, news broadcasts degenerated into a mere accessory, ignored both by radio listeners and the radio stations.

When the Japan Broadcasting Corporation completed a nation-wide network in 1928, it was a golden opportunity for bolstering the radio news service but this chance was missed for various reasons. For one thing, there was no one in the JBC organization who was capable of taking charge of a strengthened news service. For another, ex-Communications Ministry bureaucrats who controlled the JBC lacked any interest in news broadcasts. Moreover, newspaper representatives who were taking part in the JBC's management, realizing the potential competition from the radio tended to

take a negative attitude toward the proposition.

In 1930, Mr. Kenjiro Yabe, news editor of Jiji Shimpō, assumed the post of program director of the Tokyo Broadcasting Station. Soon after assuming his new post, Mr. Yabe announced that starting from September 1, the Japan Broadcasting Corporation would buy news materials from two news agencies—the Shimbun Rengo Tsushin-Sha and the Nippon Dempo Tsushin-Sha. (The Teikoku Tsushin-Sha which had been supplying news to the Tokyo Broadcasting Station had folded up before this date). Mr. Yabe made the announcement at a conference with editors of various newspapers and news agencies which had been supplying the TBS with news material without charge.

The two news agencies stated at this conference that they were prepared to sign the agreements with TBS provided there was no objection from the newspaper companies which were their most important clients. Having expected that this development would come around some day, the newspaper companies raised no serious objection to the proposed arrangement. Thus the Japan Broadcasting Corporation came to have its own news sources for the first time.

Nevertheless, news broadcasts continued to be limited to twice a day as before and JBC also continued to use newspaper-supplied news of local origin. However, the close relationship that had existed until then between the newspaper industry and the radio in regard to news was now destined for eventual termination sooner or later.

The Manchurian Incident that broke out on September 18, 1931, and the series of armed clashes with China that eventually led to the Pacific War gave the radio industry a golden opportunity for proving its worth as a speedy news medium. Soon after the Manchurian

Incident broke out, the JBC tripled the news broadcasts to six times a day and added extra news in between when necessary. All of a sudden, radio became a serious competitor for the press.

And yet, the newspaper companies, perhaps because of their status as investors in the JBC and the memory of the dominant position they occupied in the broadcasting enterprise at its inception made bold to demand the suspension of extra news broadcasts. This issue, however, died down because Mr. Yabe, the initiator of the independent news source setup, happened to be travelling abroad at that time. Thus the JBC came to establish an independent position both in name and in fact.

At the general meeting of its constituent members held on May 29, 1946, the JBC adopted a new constitution providing for a democratic reform of the organization. However, it was several years later—in June, 1950—that it was reborn as a new organization—Nihon Hoso Kyokai—under the newly-enacted Broadcasting Law. On this occasion, NHK returned all the capital investments previously paid in by newspaper companies. This step marked the complete separation of the public radio system from the press.

Under the Broadcasting Law, however, commercial radio was sanctioned for the first time in Japan. It was only natural that newspaper companies, long shut out from the radio industry which, in the meantime, had become their serious competitor, should have decided to help set up commercial radio stations under their influence in order to prevent the radio from becoming another ruthless competitor to them.

The question now arises as to whether a newspaper-radio tieup would lead to a monopoly control of the mass communications media. An answer to this question may be found in the data



submitted by the Japan Commercial Radio Federation to the Communications Committee of the House of Representatives on November 27, 1956. The report covers the 40 member companies of the Commercial Radio Federation and two television companies—the Nippon Television Network and Osaka Television—as of the end of 1955.

According to this report, the 42 companies had a total capitalization amounting to ¥5,586,975,000 of which newspaper capital accounted for 8.8 per cent (¥489,267,000). Of the 736 executive officers of these 42 companies, those who held concurrent positions in the newspaper industry numbered 111 or 15 per cent of the total.

Further details are given below by dividing the 42 companies into those with 50 kc., 10 kc. and 1-3 kc. frequencies.

The three 50 kc. radio companies had a combined capital amounting to ¥1,350 million of which newspaper capital amounted to ¥63 million or only 4.5 per cent. Of the 52 executive officers, only three or 5.6 per cent held concurrent posts in newspaper companies. The mean figures for these three companies are particularly low because two of them—the Cultural Broadcasting Company and the Nippon Broadcasting Company—have no relationship with the newspaper industry.

As regards the six 10 kc. stations plus the recently reorganized Kyushu Asahi Broadcasting Company, newspaper capital amounting to ¥95,200,000 accounts for 8.5 per cent of the total capital—¥1,106,900,000. Of the 122 executive officers, 12 or 9.8 per cent hold concurrent newspaper posts.

As for the 29 local channel stations with 1-3 kc. frequency, newspaper capital amounts to ¥217,524,000 or 12.7 per cent of the total capitalization—¥1,680,075,000. Of the 507 executives of these radio companies, 87 or 17 per cent hold concurrent jobs in news-

papers.

This survey shows clearly that contrary to the popular impression that commercial radio is dominated by newspaper influence, the actual fact is that the newspaper industry's hold on radio is very slight. These 42 enterprises are joint stock companies without exception, which means that their policies are determined by the majority vote cast at the shareholders' meetings. In order for newspapers to control these 42 radio companies, they must secure more than 50 per cent of these companies' shares. It may be mentioned in this connection that the Murayama and Ueno families control Asahi Shinbun because they hold 50.8 per cent of Asahi's shares between themselves.

It is inconceivable that newspaper companies, with only 8.8 per cent of the shares—12.7 per cent even in local channel enterprises—should be able to dominate the commercial radio industry against the wishes of the rest of the shareholders. And yet, most of the commercial radio companies have close ties with the newspaper companies which have invested in them. Many of the local channel stations are operated as if they were part and parcel of the investing newspaper companies. Why?

One of the principal reasons lies in the Japanese people's tendency to consider everything beyond their knowledge as highly technical. Automobile driving, for example, is still regarded in this country as a highly technical skill. Running a newspaper company or a radio station is likewise regarded by many Japanese as a technical job far beyond the reach of an "amateur" in sharp contrast to the American concept that running a newspaper or radio company is not much different from running any other business enterprise.

Thus, despite the negligible 8.8 per cent share ratio held by newspaper



companies, most of the other shareholders controlling 91.2 per cent of the stock have entrusted the newspaper companies with the entire job of running their commercial radio business on the assumption that it is a technical undertaking beyond the reach of "amateur" capitalists. This is the reason for the present situation in which newspaper companies with their meager capital participation are all but dominating the commercial radio industry.

It has been considered desirable from the ethical point of view for newspaper companies to desist from investing in ordinary industrial enterprises because such a form of participation would develop close relationships between the press and industries and prove detrimental to the mission of newspapers as an independent public organ. In the case of commercial radio, however, it is true that capital participation and interlocking directorship are freer from undesirable consequences than in the case of ordinary industrial enterprises because newspapers and radio are both mass communications media. This fact has made it easy for newspaper companies to extend their influences to the radio industry just as in the case of their

incorporating other papers into newspaper chains.

At the present moment, newspaper enterprises apparently have no desire to increase their share holdings in commercial radio enterprises in order to gain complete control. Newspaper publishers are aware of the possibility that such a control will bring about a monopolization of the mass communications media and consequently lead to the application of the Anti-Monopoly Law. It may also produce unfavorable reaction to their primary business of newspaper publishing.

Newspaper companies appear to be satisfied with the present degree of capital participation and interlocking directorship. They are contented so long as the commercial radio is held in check from becoming an undesirable competitor to newspapers and so long as the radio is effectively utilized for promotion purposes by broadcasting news bearing the credit lines of the respective newspapers.

It is perhaps due to such considerations that newspapers are offering friendly cooperation to radio companies they are affiliated with in sharp contrast to the cold attitude they showed to the public-managed radio in its initial stage.

# East and West Meet through NHK



## NHK Television Network

NHK Tokyo Television	JOAK-TV
NHK Osaka Television	JOBK-TV
NHK Nagoya Television	JOCK-TV
NHK Hiroshima Television	JOFK-TV
NHK Sendai Television	JOHK-TV
NHK Sapporo Television	JOIK-TV
NHK Fukuoka Television	JOLK-TV



**NIPPON HOSO KYOKAI**

(Japan Broadcasting Corporation)

No. 2, 2-chome, Uchisaiwai-cho, Chiyoda-ku  
Tokyo Japan

## NHK Radio Network

Central Station	8
Local Station	40
Rebroadcasting Station	53



## International Broadcasting (RADIO JAPAN) Directions

East Coast of North America, West Coast of North America, Hawaii, South America, Australia—New-Zealand, North China, Central China, South China, Philippines—Indonesia, Indo-China—Thailand—Burma, India—Pakistan, Near East, Europe



**JOAX-TV**

**FIRST** IN

**CHANNEL**

**COMMERCIAL TV**

**IN THE FAR EAST!**

**4**

**NTV**

**VIDEO**

**171.25 mc**

**10 kw**

**AUDIO**

**175.75 mc**

**5 kw**

**NIPPON TELEVISION NETWORK CORP.**  
**TOKYO, JAPAN**

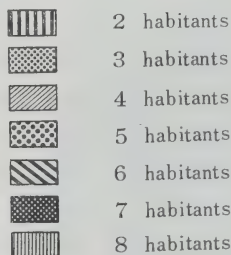
## **PART III**

### **Statistical Data**



# How newspapers are re

One copy of a daily is read by :



ad in each prefecture ?



1. National Population and Newspaper Circulation by Year.
2. Distribution Ratios of National and Provincial Newspapers in Each Prefecture.
3. Annual Production, Supply, Stock, Export and Import of Roll Newsprint.
4. Newspaper Advertisements by Business Classification, 1955.
5. Advertising Expenses for Various Ad. Media and their Ratios.
6. Number of Employees in Daily Newspaper Offices.
7. Ages and Length of Service of Newspaper Employees.
8. Analysis of Newspaper Space by Items.

# 1. National Population and Newspaper Circulation by Year

(Prepared by Management Section, NSK)

<i>Year</i>	<i>National Population (unit: 1,000)</i>	<i>National Circulation (unit: 1,000)</i>	<i>Number of Inhabitants per copy</i>
1942	73,450	14,687	5.00
1943	73,980	14,276	5.18
1944	73,865	15,518	4.76
1945	72,410	14,180	5.11
1946	76,155	17,411	4.37
1947	77,551	19,940	3.89
1948	80,217	19,337	4.15
1949	82,220	26,620	3.09
1950	83,200	26,848	3.10
1951	83,200	29,922	2.78
1952	83,200	31,998	2.60
1953	83,200	34,435	2.42
1954	83,200	33,957	2.45
1955	89,276	33,952	2.63
1956	89,276	34,927	2.56

## Remarks:

- (1) In the circulation figures given above, morning and evening editions published by the same newspaper company are each computed as one unit.
- (2) If morning and evening editions published by the same newspaper company are computed as a unit, the total circulation in 1956 is 23,489,000.
- (3) Population figures:  
 1942—1949 figures are based on a survey by the  
 Population Problem Institute of the Welfare Ministry.  
 1950—1954 figures are based on the October 1, 1950, census.  
 1955—1956 figures are based on the October 1, 1955, census.

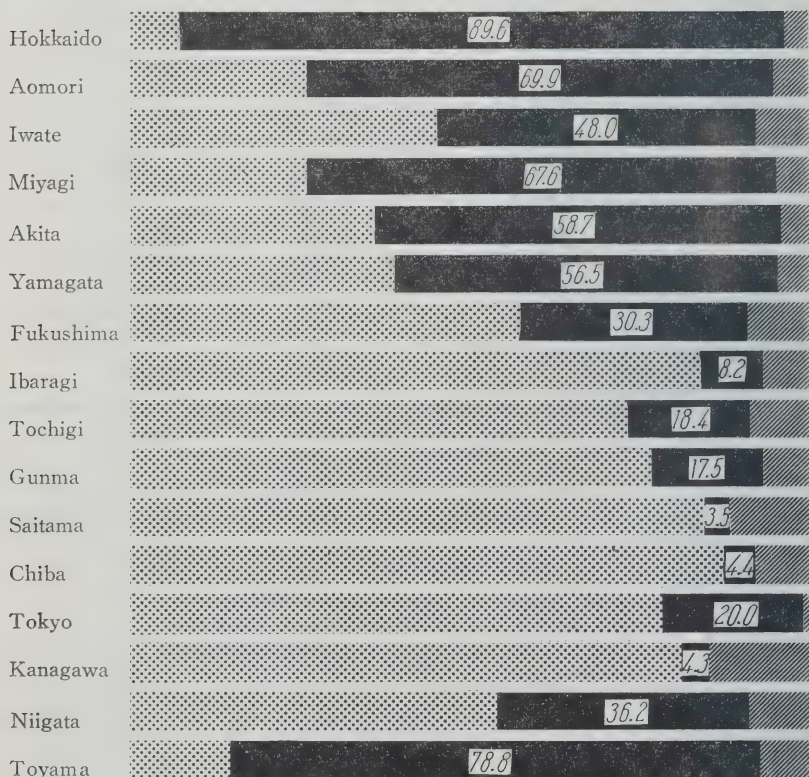


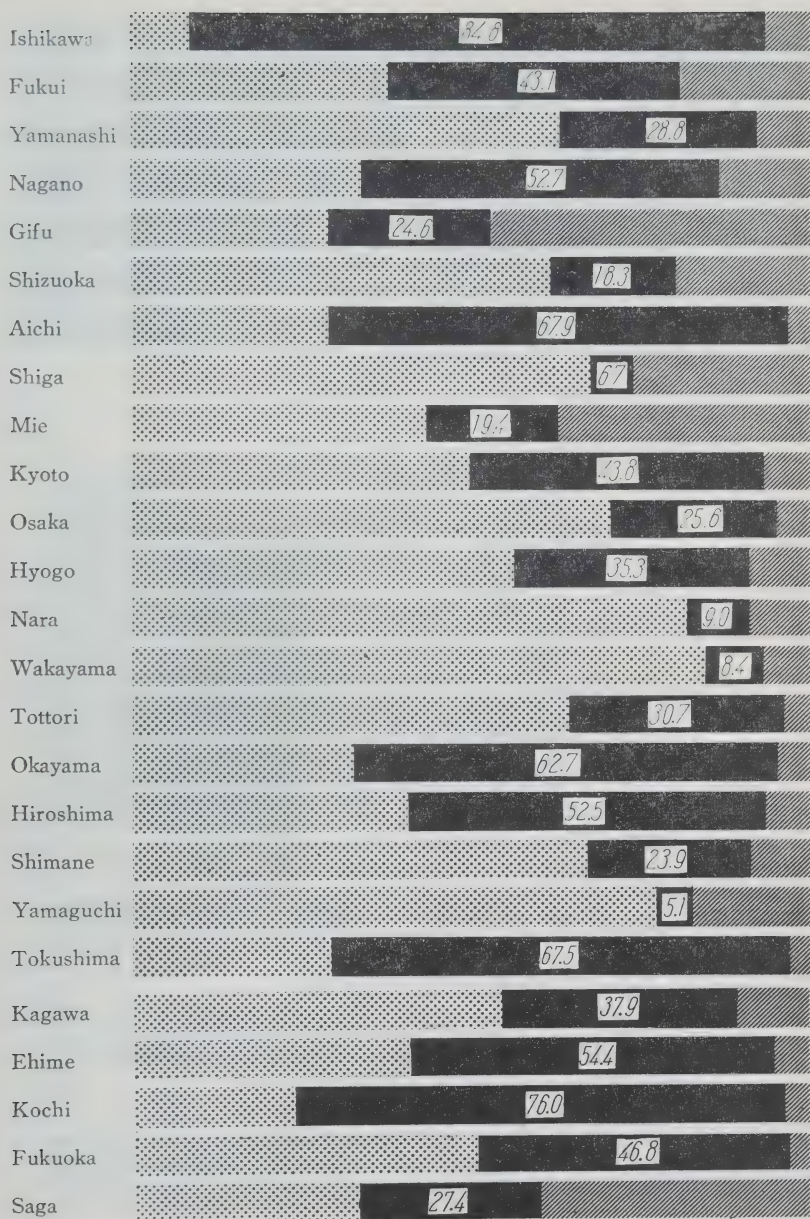
## 2. Distribution Ratios of National and Provincial Newspapers in Each Prefecture

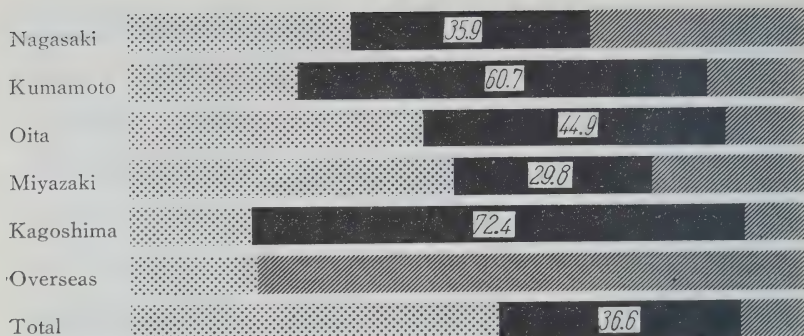
(As of Oct. 1956)

National Papers  Provincial Papers  Others 

- 1) For National Papers are taken :  
Asahi, Mainichi, Yomiuri, Sankei, Nihon-Keizai.
- 2) For Provincial Papers :  
Provincial papers published in the prefecture
- 3) For Others :  
Provincial papers published in other prefectures







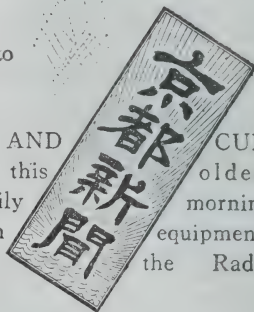
**Greatest Local Newspaper in Japan**

*Founded in 1879*

**98 % of**

All the households in Kyoto subscribe to  
**“ Kyoto-Shimbun ”**

Kyoto is the **WORLD TOURIST AND  
 TURAL CENTER** in Japan. In this  
 city, the Kyoto-Shimbun publishes daily  
 and evening editions with the modern  
 including colorrotary press, operating  
 Kyoto “ JOBR ”



CUL-  
 oldest  
 morning  
 equipments  
 the Radio

### **The Kyoto Shimbun**

— President Kokyo Shiraishi —

**Head Office:** Karasumaduri, Nakakyo-ku, Kyoto

**Tokyo Branch:**  $\frac{3}{7}$  Ginza Nishi, Chuo-ku, Tokyo

**Osaka Branch:**  $\frac{1}{8}$  Utsubo Kami-dori, Nishi-ku, Osaka



# The Kobe Shimbun

Founded 1898



Kobe, the largest international port of trade in Japan, is the western gate into the Kei-Han-Shin (Kyoto, Osaka, Kobe) Industrial area.

Located in the midst of this center of production and consumption, the Kobe Shimbun is regarded as "The Manchester Guardian" of Japan for its accurate and thorough coverage and its unshakable leadership.



## Other Periodical Publications

**FARMING AND LIFE**  
**EINO TO SEIKATSU**

The materials  
for research on  
agriculture—  
MONTHLY

**SS MARKET SURVEY**  
**AD · DATA**

MONTHLY

SISTER PAPER

**THE DAILY SPORTS**

The newspaper  
specializing in  
sports—DAILY

## Head Office:

No. 4, 7-chome, Kumoi-  
dori, Fukuiaiku, Kobe

## Tokyo Branch:

5, 7-chome, Ginza,  
Chuo-ku, Tokyo

## Osaka Branch:

21, 4-chome, Dosho-machi,  
Higashi-ku, Osaka

## Hanshin Branch:

196, 7-chome, Kanda-  
kitadori, Amagasaki City

## Himeji Branch:

69, Honcho, Himeji City  
Hyogo Pref.



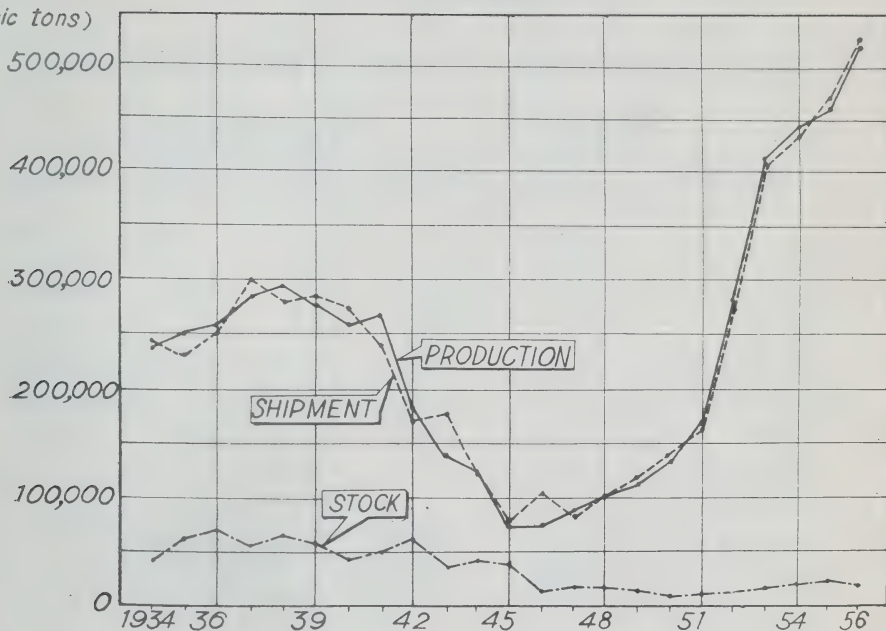
### 3. Annual Production, Supply, Stock, Export & Import of Roll Newsprint

(Prepared by the Ministry of International Trade and Industry)

— in Metric ton —

	<i>Production</i>	<i>Supply</i>	<i>Stock</i>	<i>Export</i>	<i>Import</i>
1933	—	—	47,707	—	—
1934	238,757	241,348	45,116	3,509	38,164
1935	251,840	232,544	64,412	5,250	51,227
1936	257,484	250,840	71,056	5,078	63,076
1937	283,999	301,235	53,820	6,300	35,441
1938	293,537	280,803	66,554	8,339	2,813
1939	277,672	285,797	58,429	15,134	13
1940	259,906	272,597	45,738	21,711	17
1941	266,927	241,792	70,873	26,677	—
1942	182,289	174,275	78,887	21,134	—
1943	138,283	180,244	36,926	21,370	—
1944	127,387	125,333	38,980	13,319	—
1945	74,259	77,765	35,474	2,319	—
1946	75,535	101,854	9,155	1,880	—
1947	90,375	86,910	12,620	234	—
1948	101,424	101,430	12,614	51	—
1949	108,659	110,037	11,236	812	3,448
1950	131,796	134,899	8,133	6,124	94
1951	165,129	163,653	9,609	3,068	1
1952	278,748	276,242	12,115	2,820	4,820
1953	412,587	406,981	17,721	978	12,263
1954	438,993	434,141	22,573	12,040	1,970
1955	459,985	461,193	21,365	9,561	—
1956	518,755	521,211	18,909	20,066	24

(metric tons)



**Note :**

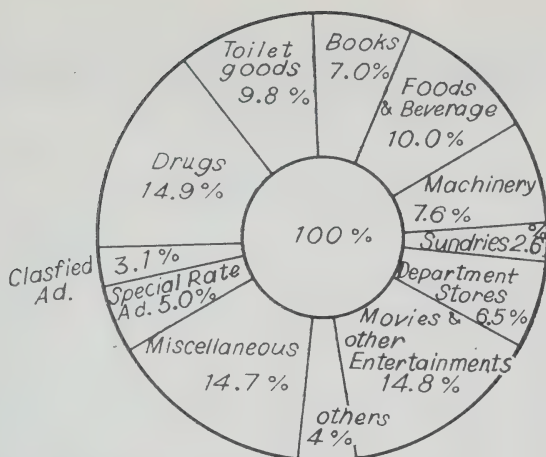
- (1) "Supply" means the total quantity of newsprint shipped out by the producers to various channels. (Newspapers, periodicals, export and others).
- (2) "Stock" means stocks in the hands of manufactures and not newspaper publishers.
- (3) Export figures for 1933-50 are based on MITI records and include newsprint for flat-bed printing machines.

The 1951-56 figures are based on data submitted by newsprint manufacturers and indicate the amounts of roll newsprint only.

## 4. Newspaper Advertisements by Business Classification, 1955

Based on "Newspaper Advertisement Statistics" published by the Dentsu.

<i>Business Classification</i>	<i>National Papers</i>	<i>Block Papers</i>	<i>Local Papers Circulation more than 500,000</i>	<i>Local Papers Circulation less than 500,000</i>	<i>Average</i>
	%	%	%	%	%
Drugs	17.5	21.2	14.6	13.1	14.9
Toilet goods	10.8	10.2	10.7	9.3	9.8
Books	14.3	7.6	7.3	4.3	7.0
Foods & beverage	9.4	9.2	7.2	10.6	10.0
Finance & Insurance					
Banking	0.8	0.9	0.9	0.4	0.6
Life Insurance	0.1	0.1	0.1	—	—
Accident Insurance	0.1	—	0.1	—	—
Securities	1.0	0.9	1.9	0.4	0.7
Machinery	5.8	7.0	7.9	8.2	7.6
Clothing & Textiles	1.6	1.2	1.1	0.7	1.0
Sundries	1.8	2.1	3.4	2.8	2.6
Department Stores	9.5	6.7	7.4	5.2	6.5
Movies & other Entertainments	10.0	16.0	10.4	17.0	14.8
Government & Public- utility	0.4	0.8	1.8	1.6	1.2
Communication & Transportation	0.6	0.4	1.5	0.4	0.5
Miscellaneous	5.5	8.6	7.2	20.0	14.7
Special Rate Ad.	5.3	3.8	10.5	4.2	5.0
Classified Ad.	5.5	3.3	6.0	1.8	3.1
Total	100.0	100.0	100.0	100.0	100.0



**Note:** For the percentage the following dailies are taken:

National Papers: Asahi, Mainichi, Yomiuri in Tokyo and Osaka.

Block Papers: Hokkaido, Chubu-Nihon, Nishi-Nihon.

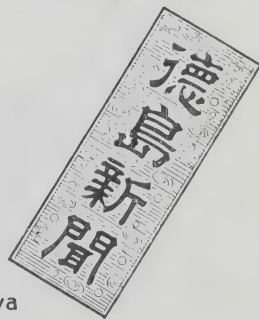
Local Papers circulation more than 500,000:

Sangyo-Keizai, Nihon-Keizai in Tokyo and Osaka.

# THE TOKUSHIMA SHIMBUN

*Leading Newspaper in Shikoku*

*(Morning and Evening Daily)*



**President: Shizuo Maekawa**

**Head Office:** 32/1 Saiwai-cho, Tokushima City

**Tokyo Branch:** 5/7 Ginza, Chuo-ku, Tokyo

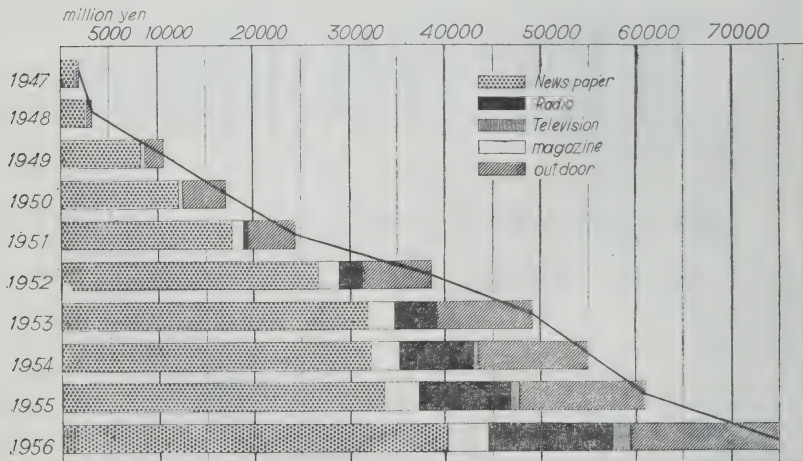
**Osaka Branch:** Tosaboridori, Nishi-ku, Osaka



## 5. Advertising Expenses for Various Ad. Media and their Ratios

(Unit.....1 million yen)  
1\$=360 yen)

	Newspaper		Magazine		Radio		Television		Outdoor & others		Total	
	%	sum	%	sum	%	sum	%	sum	%	sum	%	sum
1947	75.3	1,100	11.0	160	—	—	—	—	13.7	200	100	1,460
1948	84.8	2,800	6.1	200	—	—	—	—	9.1	300	100	3,300
1949	76.2	8,000	4.8	500	—	—	—	—	19.0	2,000	100	10,500
1950	71.6	12,000	4.2	700	—	—	—	—	24.2	4,050	100	16,750
1951	74.1	18,000	4.1	1,000	1.2	300	—	—	20.6	5,000	100	24,300
1952	70.1	27,000	4.7	1,800	5.7	2,200	—	—	19.5	7,500	100	38,500
1953	65.2	32,000	5.1	2,500	9.1	4,500	0.2	100	20.4	10,000	100	49,100
1954	58.5	32,200	5.5	3,000	13.5	7,400	0.7	400	21.8	12,000	100	55,000
1955	55.3	33,700	5.7	3,500	16.1	9,800	1.5	900	21.4	13,000	100	60,900
1956	54.3	40,500	5.4	4,000	17.4	13,000	2.8	200	20.1	15,000	100	74,500



### Note :

- (1) Commercial Radio started in 1951.
- (2) Commercial Television started in 1953.
- (3) The figures given above are based on the "Newspaper Advertisement Statistics" published by the Dentsu Ltd.

## 6. Number of Employees in Daily Newspaper Offices

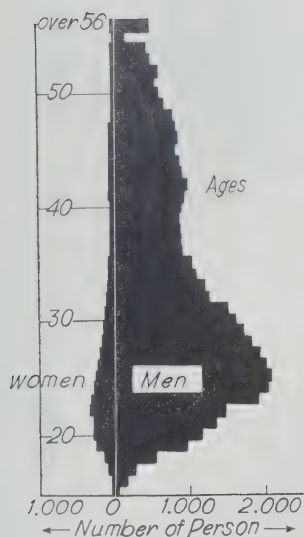
(Parenthesized figures indicate feminine employees)

Name of Papers	Total Number	Home offices	Breakdown by work site in Home offices					Branch offices
			General Affairs	Editing	Business	Printing	Others	
HOKKAIDO								
Hokkaido Shinbun	1,775 (165)	724 (72)	129 (38)	246 (18)	85 (1)	255 (15)	9 (—)	1,051 (93)
Hokkai Nichinichi Shinbun	314 (33)	247 (31)		57 (—)	67 (10)	107 (21)	16 (—)	67 (2)
Hokkai Times	656 (64)	466 (41)	45 (19)	107 (9)	154 (2)	144 (10)	16 (1)	190 (23)
Hokumon Shinpo	64 (5)	56 (5)	5 (—)	11 (—)	10 (—)	19 (5)	11 (—)	8 (—)
Muroran Minpo	130 (22)	108 (22)	9 (4)	26 (4)	15 (2)	46 (12)	12 (—)	22 (—)
TOHOKU								
Akita Sakigake Shinpo	278 (27)	231 (23)		79 (4)	75 (15)	69 (4)	8 (—)	47 (4)
Daily Tohoku	117 (16)	101 (16)		24 (5)	17 (4)	46 (7)	14 (—)	16 (—)
Fukushima Minpo	221 (27)	171 (23)	20 (5)	41 (3)	40 (6)	68 (9)	2 (—)	50 (4)
Fukushima Min-yu	235 (26)	181 (22)	11 (6)	45 (1)	43 (4)	73 (11)	9 (—)	54 (4)
Ishinomaki Shinbun	60 (16)	50 (14)		6 (1)	5 (1)	39 (12)	10 (2)	54 (4)
Iwate Nippo	256 (37)	223 (34)	24 (12)	58 (6)	31 (4)	70 (7)	40 (5)	33 (3)
Kahoku Shinpo	636 (66)	526 (61)	92 (24)	139 (6)	101 (4)	173 (25)	21 (2)	110 (5)
To-o Nippo	344 (27)	285 (21)	6 (1)	80 (3)	86 (13)	97 (4)	16 (—)	59 (6)
Yamagata Shinbun	236 (22)	193 (17)		43 (1)	70 (9)	67 (7)	13 (—)	43 (5)
KANTO								
Ibaragi	164 (18)	127 (17)	11 (4)	35 (2)	20 (3)	46 (6)	15 (2)	37 (1)
Jomo Shinbun	217 (29)	197 (29)		49 (5)	49 (9)	89 (15)	9 (—)	20 (—)
Kanagawa Shinbun	244 (21)	219 (20)	22 (5)	56 (2)	39 (4)	65 (5)	37 (4)	25 (1)
Saitama Shinbun	160 (17)	133 (15)	9 (2)	33 (3)	27 (1)	57 (9)	7 (—)	27 (2)
Shimotsuke Shinbun	185 (15)	149 (14)	16 (2)	45 (2)	38 (10)	45 (—)	5 (—)	36 (1)
Tochigi Shinbun	245 (36)	218 (34)	22 (9)	32 (1)	24 (3)	133 (21)	7 (—)	27 (2)

Chugoku Shinbun	658 (55)	493 (49)	72 (20)	138 (8)	105 (8)	154 (10)	24 (3)	165 (6)
Nipponkai Shinbun	121 (17)	100 (13)		23 (—)	25 (4)	48 (9)	4 (—)	21 (4)
San-in Nichinichi Shinbun	140 (28)	106 (21)	6 (2)	30 (5)	26 (4)	41 (10)	3 (—)	34 (7)
San-in Shinpo	181 (23)	148 (22)	21 (8)	37 (2)	26 (1)	57 (11)	7 (—)	33 (1)
San-yo Shinbun	701 (63)	540 (60)	114 (25)	158 (4)	76 (3)	166 (28)	26 (—)	161 (3)
Yukan Okayama	147 (25)	117 (25)	7 (3)	30 (2)	33 (3)	42 (17)	5 (—)	30 (—)
<b>SHIKOKU</b>								
Ehime Shinbun	360 (31)	312 (28)	50 (16)	86 (1)	59 (2)	109 (9)	8 (—)	48 (3)
Kochi Shinbun	413 (50)	354 (48)	68 (22)	106 (13)	53 (4)	118 (9)	9 (—)	59 (2)
Shikoku Shinbun	202 (25)	173 (24)	15 (5)	44 (2)	37 (5)	59 (10)	18 (2)	29 (1)
Tokushima Shinbun	304 (40)	255 (36)		64 (4)	95 (14)	89 (18)	7 (—)	49 (4)
<b>KYUSHU</b>								
Asahi Shinbun	1,245 (95)	1,112 (91)	79 (17)	312 (15)	314 (42)	397 (16)	10 (1)	133 (4)
Hyuga Nichinichi Shinbun	246 (40)	218 (38)	21 (10)	47 (2)	41 (4)	65 (13)	44 (9)	28 (2)
Kumamoto Nichinichi Shinbun								
Shinbun	320 (37)	283 (33)		72 (6)	68 (16)	130 (11)	13 (—)	37 (4)
Mainichi Shinbun	1,104 (69)	925 (64)	170 (36)	249 (9)	167 (6)	339 (13)		179 (5)
Minami-Nippon Shinbun	429 (69)	390 (64)	37 (14)	98 (8)	100 (18)	144 (24)	21 (—)	39 (5)
Nagasaki Minyu Shinbun	184 (36)	156 (33)	5 (1)	36 (2)	54 (15)	46 (15)	15 (—)	28 (3)
Nagasaki Nichinichi Shinbun								
Shinbun	204 (23)	163 (21)		52 (—)	50 (10)	49 (11)	12 (—)	41 (2)
Nishi-Nippon Shinbun	1,461 (105)	1,158 (86)	183 (44)	295 (11)	222 (9)	449 (22)	9 (—)	303 (19)
Oita Godo Shinbun	300 (18)	249 (16)	1 (—)	83 (1)	82 (5)	78 (10)	5 (—)	51 (2)
Saga Shinbun	174 (20)	145 (18)	20 (6)	28 (1)	31 (1)	61 (9)	5 (1)	29 (2)
Shin-Kyushu	106 (13)	84 (11)	17 (6)	35 (2)	26 (3)		6 (—)	22 (2)
Yukan Fukunichi	404 (35)	345 (32)	53 (12)	104 (3)	69 (4)	111 (13)	8 (—)	59 (3)
Total	51,628	42,244	5,287	12,250	8,941	13,827	1939	9,384
	(4,460)	(3,935)	(1,391)	(567)	(716)	(1,130)	(131)	(525)

## 7. Ages and Length of Service of Newspaper Employees

<i>Ages</i>	<i>Percentage</i>	<i>Years of Employment</i>	<i>Percentage</i>
15~19	5.26	under 1	7.47
20~24	19.81	1~4	37.17
25~29	22.53	5~9	27.06
30~34	15.35	10~14	13.98
35~39	10.37	15~19	6.90
40~44	10.35	20~24	3.32
45~49	8.78	25~29	2.23
50~54	5.92	30~34	1.44
55~59	1.03	35~39	0.38
over 60	0.60	over 40	0.05
Total	100.00	Total	100.00





## 8. (a) Analysis of Newspaper Space by Items

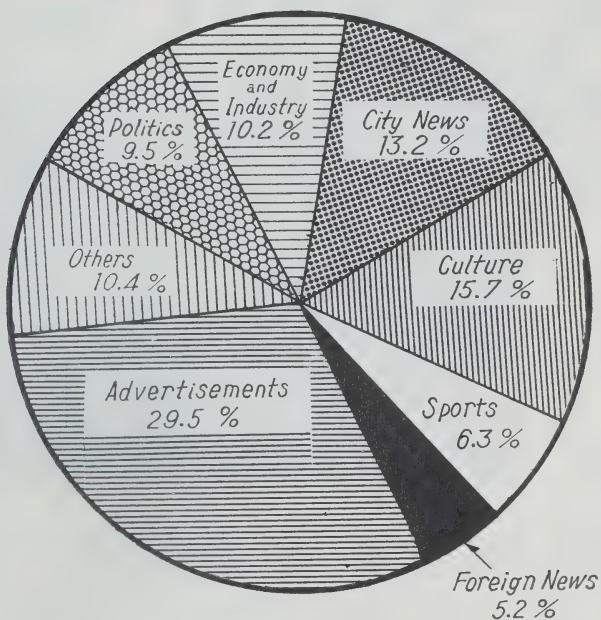
(figure: Centimeter, 577 cm for 1 page)

<i>Pages for 7 days (Morning &amp; Evening ed. totalised)</i>	<i>Asahi</i>	<i>Mainichi</i>	<i>Yomiuri</i>	<i>Sankei</i>	<i>Nishi Nihon</i>	<i>Kobe</i>	<i>Kahoku</i>	<i>Tokushima</i>
	102	98	108	84	88	90	88	68
	%	%	%	%	%	%	%	%
Politics	5,117 8.7	4,242 7.5	4,707 7.5	3,941 8.1	5,656 11.1	5,806 11.1	5,505 10.8	4,380 11.2
Economy & Industry	4,872 8.3	4,444 7.9	6,662 10.6	6,893 14.2	5,809 11.4	4,829 9.3	4,728 9.3	4,129 10.5
City News	6,906 11.7	5,665 10.0	6,616 10.6	6,315 13.0	7,920 15.6	7,430 14.3	8,148 16.0	5,789 14.7
Culture	7,066 12.0	7,544 13.3	11,512 18.5	8,581 17.7	6,090 12.0	9,878 19.0	8,191 16.1	6,781 17.3
Sports	2,888 4.9	3,299 5.8	3,319 5.3	2,947 6.1	2,985 5.9	3,211 6.2	4,804 9.5	2,554 6.5
Foreign News	4,205 7.1	3,814 6.8	3,670 5.9	1,450 3.0	1,702 3.3	1,757 3.4	2,624 5.2	2,769 7.1
Advertisement	21,579 36.6	22,786 40.3	19,104 30.6	13,255 27.4	16,233 31.9	13,487 25.9	12,019 23.7	7,921 20.2
Others	6,274 10.6	4,803 8.5	6,783 11.0	5,131 10.4	4,426 8.8	5,577 10.7	4,805 9.4	4,949 12.6
Total:	58,907 100	56,597 100	62,373 100	48,513 100	50,821 100	51,975 100	50,824 100	39,272 100

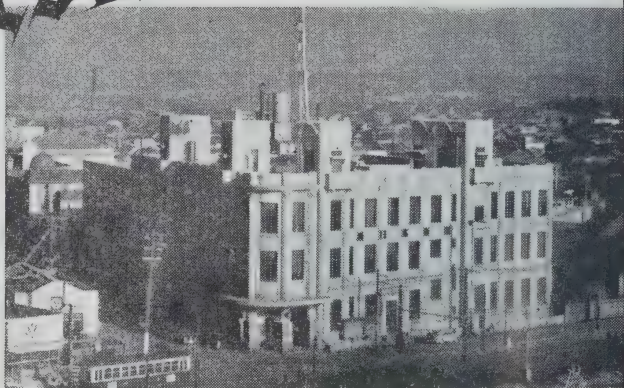
**Note.** (1) Culture includes: Religion, Education, Science, Art, Literature, Theatre, Cinema etc.

(2) Others includes: Editorials, Readers' letters, Novels, Comic strips etc

8. (b) Analysis of Newspaper Space of Items



# The Nishinippon



*The Leading Newspaper  
of West Japan*

*The Longest History and the  
Largest Circulation*


*(Morning & Evening Editions  
and Special publication)*

*"The Nishinippon Sports"*  
(Daily)

**Head Office :** 984 Shimokego, Fukuoka

**Tokyo Branch :** Fukuoka Bldg., 1, 6-chome,  
Yaesu, Chuo-ku, Tokyo

**Osaka Branch :** Mansei Bldg., 54, 4-chome,  
Kitahama, Higashi-ku, Osaka



# The SHINANOMAINICHI SHIMBUN

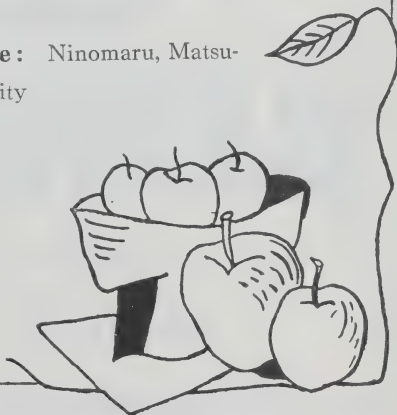
*Established in 1873*  
*Leading Daily Newspaper*  
*in*  
*Nagano and Niigata Prefectures*

**Head Office:** Minami-Agatamachi, Nagano  
City

**Matsumoto Head Office:** Ninomaru, Matsu-  
moto City

## **Branch Offices**

Tokyo, Osaka, Nagoya  
and 25 other branches  
at main cities and  
towns in Nagano and  
Niigata Prefectures



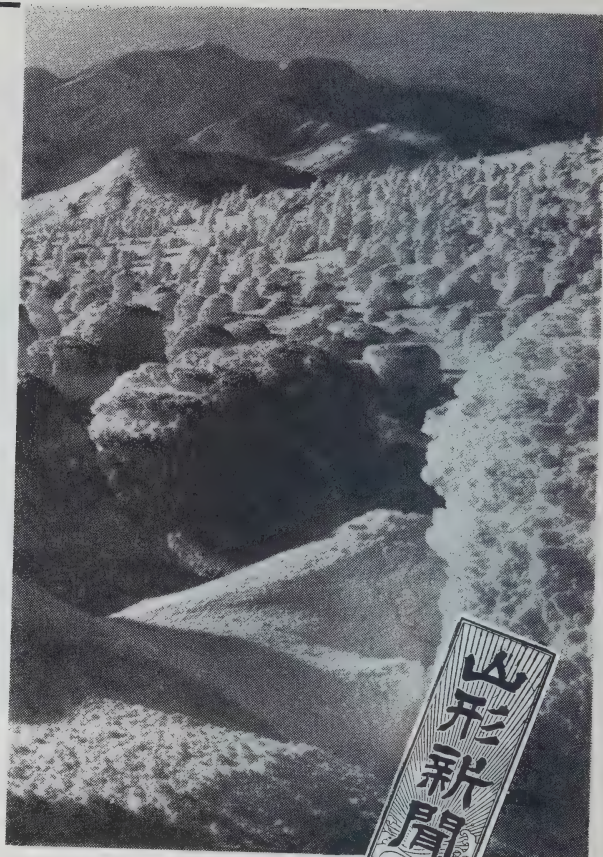




FOUNDED  
IN  
1876

LEADING  
NEWSPAPER  
IN  
YAMAGATA

Morning  
and  
Evening  
Daily



Snowish Scenery (Snow Monster) in Mt. Zaō

# The YAMAGATA SHIMBUN

**President :** Yoshio Hattori

**Head office :** 471 Nanoka-machi, Yamagata City

**Branch office :** Tokyo, Osaka, Sendai  
and 30 other offices in the prefec.



# THE HOKKOKU SHIMBUN

**Head Office :** 93, Minami-cho, Kanazawa City

**Tokyo Office :** 5, 7-chome, Ginza Nishi, Chuo-ku,  
Tokyo

**Osaka Office :** 30, 2-chome, Sonezaki shinch, Kita-ku,  
Osaka

**Nagoya Office :** Chunichi Bldg. 5, 1-chome, Nishi-  
kawabata-cho, Naka-ku, Nagoya

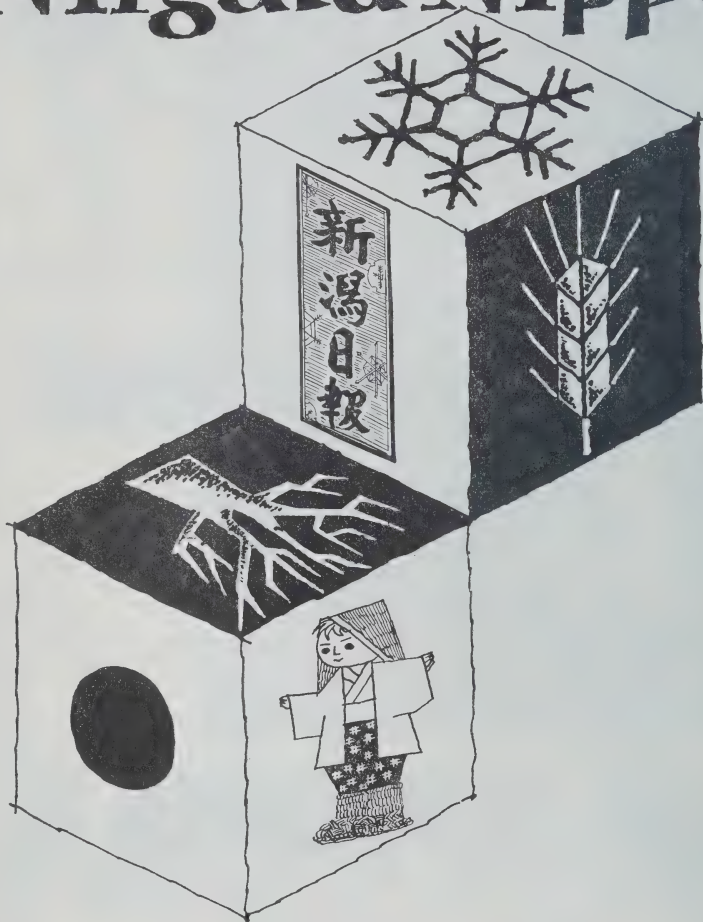
***President : Hooji Saga***

# THE TOYAMA SHIMBUN

**Head Office :** 399, Soogawa Otedori,  
Toyama City

***President : Hooji Saga***

# Niigata Nippo



PRESS NIIGATA NIPPO

Head Office	Higashi-nakadori, Niigata
Tokyo Office	Ginza Higashi, Chuo-ku, Tokyo
Osaka Office	Kitahama, Higashi-ku, Osaka

## **PART IV**

### **Newspaper Directory**



## NEWSPAPER DIRECTORY

1. NSK Member Newspapers
2. Principal Non NSK Member Newspapers
3. News Agencies
4. Broadcasting Stations
5. Roster of Registered Foreign Press Personnel
6. Japanese Correspondents in foreign countries
7. Nihon Shinbun Kyokai

### REMARKS:

#### (1) Data

Data for each newspaper are given in the following order:

- 1) Name of Newspaper
- 2) Editors (Morning or Evening)
- 3) Circulations Figures
- 4) Name of Publishing Company
- 5) Address
- 6) Year of Establishment
- 7) Staff
- 8) Number of Branch Offices and Outposts in the country
- 9) Foreign Correspondents
- 10) Contracting Foreign News Agencies
- 11) Publications issued

#### (2) Abbreviations

N.S.K. ....	Nihon Shinbun Kyokai (Japan Newspaper Publishers and Editors Association)
D. ....	Daily
W. ....	Weekly
Mon. ....	Monthly
M. ....	Morning Daily
E. ....	Evening Daily
2, 3/W. ....	Published two or three times a week
Ch. Bo. Dir. ....	Chairman of Board of Directors
Pres. ....	President
Dir. Gen. ....	Director General
Ed. C. ....	Editor in Chief
Mng. Ed. ....	Managing Editor
C. Ed. Wr. ....	Chief Editorial Writer
For. Corr. ....	Foreign Correspondents
Contr. Agencies ....	Contracting Foreign Agencies
Br. Off. ....	Branch Office

## 1. N.S.K. Member Newspapers

### [A]

**AKITA SAKIGAKE SHINPO** ME: m—103,572 c—103,572: Akita Sakigake Shinpo-sha, 14, 1-chome, O-machi, Akita-city, Akita: 1874: Pres. S. Hitomi, Ed. C. S. Asomura, Mng. Ed. N. Nishikawa: Br. Off. 9, Corr. 2. Publication: Akita Sakigake Nenkan (Year Book).

**ALL SPORTS** M: All Sports Shinbun-sha, 45, 2-chome, Tenmabashi-Suji, Kita-ku, Osaka: 1950: Ch. Bo. Dir. J. Takeuchi, Pres. & Mng. Ed. K. Nishimura, Br. Off. 1.

**ASAHI SHINBUN** ME: Asahi Shinbun-sha, Ch. Bo. Dir. & Pres. N. Murayama, Pres. S. Ueno, Dir. Gen. K. Shinobu, For. Corr. Washington, London, New York, Paris, Bonn, Singapore, Taipei, Hongkong, New Delhi, San Francisco, Honolulu, Seoul, Melbourne, and Istanbul. Contr. Agencies: Reuter, AP, AFP, NANA, Soviet News, PANA, Central News Agency of China, New Asia Press Service, KP, Asian News Service, Korean News Service, PTI, RP, Sun-Telephoto, Times, New York Times, Le Monde and Observer. Publications: Shukan Asahi (Asahi Weekly), Asahi Graph, Kagaku Asahi (Science Asahi), Nogyo Asahi (Agricultural Asahi), Fujin Asahi (Woman's Asahi), Asahi Camera, Japan Quaterly, Junior Asahi (Primary-School Pupil's Asahi), Asahi Nenkan (Year Book), "This is Japan" (in English), etc.

— **ASAHI SHINBUN** (Tokyo) ME: Asahi Shinbun-sha (Tokyo), 3/2, Yuraku-cho, Chiyoda-ku, Tokyo: 1888: Ch. Ed. Wr. S. Ryu, Mng. Ed. T. Hirooka: Br. Off. 22, Corr. 102 in Eastern Japan.

— **ASAHI SHINBUN** (Osaka) ME: Asahi Shinbun-sha (Osaka), 3/3, Nakanoshima, Kita-ku, Osaka: 1879: Ch. Ed. Wr. F. Takatsuji, Mng. Ed. J. Shindo, Br. Off. 21, Corr. 73 in Western Japan.

— **ASAHI SHINBUN** (Seibu) ME: Asahi Shinbun-sha (Seibu), Kita 380, Sunatsu, Oaza Tominokuchi, Kokura city, Kyushu: 1935: Ch. Ed. Wr. K. Nezu, Mng. Ed. J. Masuda, Br. Off. 12, Corr. 36 in Kyushu District.

— **ASAHI SHINBUN** (Chubu) ME: Asahi Shinbun-sha (Chubu), 11/2, Hirokoji, Naka-ku, Nagoya city: 1935: Dir. I. Oka, Ch. Ed. Wr. K. Shibata, Mng. Ed. H. Wada: Br. Off. 4, Corr. 15 in Central Japan.

### [B]

**BOCHO SHINBUN** M: 53,000: Bocho Shinbun-sha, 2,101, Kamiunorei, Yamaguchi city: 1880: Pres. K. Sasaki, Dir. Gen. Y. Fuura, Mng. Ed. K. Takeuchi: Br. Off. 22, Corr. 1.

### [C]

**CHUBU KEIZAI SHINBUN** M: 80,000: Chubu Keizai Shinbun-sha, 24, 1-chome, Doroe-cho, Nakamura-ku, Nagoya city, 1946: Pres. K. Miyake,

Mng. Ed. Y. Kato: Br. Off. 12, Corr. 4. Publications: Aichi Nenko (Year Book), Kaisha Yoran (Business Directory).

**CHUBU NIPPON SHINBUN** ME: m—952,735 e—790,295, Chubu Nippon Shinbun-sha, 24, 2-chome, Miyuki Hondori, Naka-ku, Nagoya: 1942: Ch. Bo. Dir. I. Oshima, Pres. A. Yora, Ch. Ed. Wr. T. Koyama, Mng. Ed. M. Suzuki: Br. Off. 27, Corr. 87 in all Japan. For. Corr. Washington, New York, London, Bonn, Beyrouth, New Delhi, Paris, Hongkong, Moskow, Los Angeles, San Francisco, Honolulu, Buenos-Aires, Berlin, Sao Paulo and Taipei. Contr. Agencies: AP, AFP, INS, RP, NANA, UP-SUN, INP, Suntelephoto, PANA, EP, Manchester Guardian and Soviet News. Publications: Tokyo Chunichi Shinbun (Daily), Chunichi Sports, Nogyo Nippon (Agricultural Japan) and Gakujin (The Alpinist).

**CHUGOKU SHINBUN** ME: m—373,115 e—175,884: Chugoku Shinbun-sha, 2, Kami-Nagaregawa-cho, Hiroshima city: 1892: Pres. J. Yamamoto, Dir. Gen. M. Yamamoto, Mng. Ed. S. Itogawa: Br. Off. 59, Corr. 35. Contr. Agencies: INS, NANA, ANS, UP, SPS, RP, Sun and PANA. Publications: Chugoku Shogakusei Shinbun (Primary school pupil's Newspaper) and Chugoku Nenko (Year Book).

#### [D]

**DAILY TOHOKU** M: 15,266: Daily Tohoku Ltd., 3, Ban-cho, Hachinohe city, Aomori: 1945: Pres. I. Nakajima, Mng. Ed. S. Tsunoda. Br. Off. 6. Corr. 7.

**DAILY SPORTS** M: 320,000. Daily Sports-sha, 4, 7-chome, Kumoi-dori, Fukiai-ku, Kobe city: 1948: Ch. Bo. Dir. K. Tanaka, Pres. K. Shinohara, Mng. Ed. H. Yonezawa. Br. Off. 7.

#### [E]

**EHIME SHINBUN** ME: m—152,860 e—36,570: Ehime Shinbun-sha, 52, 1-chome, Ote-machi, Matsuyama city, Ehime: 1941: Pres. Y. Hirata. Mng. Ed. K. Takahashi: Br. Off. 19. Publication: Ehime Nenko (Year Book).

#### [F]

**FUKUI SHINBUN** ME: m—81,546 e—16,907: Fukui Shinbun-sha, 34, Oyakata-machi, Fukui city: 1899: Pres. E. Yoshida, Dir. Gen. M. Kuroda, Ed. C. T. Fujii, Dir. & Mng. Ed. T. Tooyama: Br. Off. 12. Corr. 1.

**FUKUSHIMA MINPO** ME: m—139,000 e—51,000: Fukushima Minpo-sha, 21, Sakae-cho, Fukushima city: 1872: Pres. T. Tobishima, Mng. Ed. M. Sato. Br. Off. 18. Corr. 7.

**FUKUSHIMA MINYU** ME: m—86,415 e—33,670: Fukushima Minyu Shinbun-sha, 60, Naka-machi, Fukushima city: 1895: Pres. Y. Waku, Mng. Ed. S. Matsuzaka: Br. Off. 21. Corr. 3. Publication: Fukushima Nenko (Year Book)

#### [G]

**GIFU TIMES** ME: m—115,000 e—68,000: Gifu Times-sha, 9, Imakomachi,

Gifu city: 1881: Pres. T. Yamada, Dir. Gen. K. Fujii, Mng. Ed. M. Hayashi: Br. Off. 14. Corr. 3.

[H]

**HOCHI SHINBUN** M: Hochi Shinbun-sha, 3, 3-chome, Ginza, Nishi, Chuoku, Tokyo: Reestablished 1946: Pres. S. Takeuchi, Mng. Ed. S. Morimura, Br. Off. 1. Contr. Agencies: UP, INP, NANA, Sun Telephoto and AFP. Br. Off. 1. Publication: Golf (Monthly).

**HOKKAI NICHINICHI SHINBUN** ME: m—69,230 e—69,230: Hokkai Nichinichi Shinbun-sha, Migi 4, 8-chome, Ichijodori, Asahikawa city, Hokkaido: 1946: Ch. Bo. Dir. S. Yamada, Pres. M. Mayumi, Dir. Gen. & Mng. Ed. H. Yokoyama. Br. Off. 2. Corr. 4.

**HOKKAI TIMES** ME: m—265,600 e—265,400: Hokkai Times-sha, 1, Nishi, 4-chome, Oodori, Sapporo city, Hokkaido: 1946: Pres. Y. Kikuchi, Mng. Ed. S. Nagasawa: Br. Off. 43. Corr. 15.

**HOKKAIDO SHINBUN** ME: m—723,500 e—723,500, Hokkaido Shinbun-sha, 6, Nishi 3-chome, Oodori, Sapporo city, Hokkaido: 1942: Pres. S. Abe, C. Ed. Wr. M. Oouchi, Mng. Ed. S. Ishizawa. Maintains three Publishing Offices at Hakodate, Asahikawa, Kushiro. Br. Off. 52. Corr. 1. Contr. Agencies: AP, UP, INS, AFP, SPS, ANS, KNS, PANA and Tooa News (East Asia News Service). Publications: Kanko Hokkaido (Touristic Hokkaido), Hokkaido Nenkan (Year Book), Nogyo Hokkaido (Agricultural Hokkaido).

**HOKKOKU SHINBUN** ME: m—276,215 e—266,287: Hokkoku Shinbun-sha, 93, Minami-cho, Kanazawa city: 1893: Ch. Bo. Dir. & Pres. H. Saga. Dir. Gen. T. Saga, Mng. Ed. Y. Ishiji. Br. Off. 36. Corr. 23. Publications: Hokkoku Nenkan (Year Book), Ishikawa-ken Shoko Benran (Ishikawa Commercial & Industrial Directory).

**HOKUMON SHINPO** E: 6,800: Hokumon Shinpo-sha, 13, Minami-8-chome, Odori, Obihiro city, Hokkaido: 1947: Pres. & Mng. Ed. T. Sayanagi: Br. Off. 3. Corr. 5.

**HOKURIKU SHINBUN** ME: m—46,000 e—38,000: Hokuriku Shinbun-sha, 33, Kanazawa city: 1952: Pres. K. Asada, Mng. Ed. K. Gamoo, Br. Off. 15. Corr. 11.

**HOKURIKU YUKAN** E: 52,650: Hokuriku Yukan Shinbun-sha, 31, Azumi-cho, Toyama city: 1946: Pres. Y. Kitagawa, Mng. Ed. T. Wakabayashi: Br. Off. 30. Corr. 34.

**HYUGA NICHINICHI SHINBUN** M: 62,862: Hyuga Nichinichi Shinbun-sha, 34, 2-chome, Takachiho-dori, Miyazaki city, Kyushu: 1942: Pres. K. Hidaka, Dir. Gen. & Mng. Ed. H. Nakamura: Br. Off. 12. Corr. 2.

[I]

**IBARAGI** M: 65,389: Ibaragi Shinbun-sha, 16, Minami-cho, Mito city, Ibaragi: 1891: Ch. Bo. Dir. Y. Takeuchi, Pres. T. Goto, Mng. Ed. S. Ouchi: Br. Off. 26. Corr. 1.

**ISE SHINBUN** ME: m—71,500 e—71,500: Ise Shinbun-sha, 2,107, Hon-cho,



Marunouchi, Tsu city: 1878: Pres. M. Takahashi, Mng. Ed. N. Takeuchi, Ch. Ed. Wr. M. Naito. Br. Off. 13. Corr. 1. Publication: Ise Nenkan (Year Book).

**ISHINOMAKI SHINBUN** E: 5,000: Ishinomaki Shinbun-sha, 140, Sumiyoshi-cho, Ishinomaki city, Miyagi: 1946: Pres. T. Wada, Mng. Ed. T. Otomo: Br. Off. 2.

**IWATE NIPPO ME**: m—100,928, e—100,928: Shin Iwate-sha, 61, Uchimarui, Morioka city, Iwate: 1938: Pres. & Mng. Ed. S. Iwagame, Ch. E. Wr. K. Suzuki: Br. Off. 17. Corr. 3. Publications: Iwate Nenkan (Year Book), Tohoku Bunko (Tohoku Documentation).

## [J]

**JAPAN TIMES (in English)** M: 84,490: Japan Times-sha, 1, 1-chome, Uchisaiwai-cho, Chiyoda-ku, Tokyo: 1897: Pres. & Mng. Ed. H. Fukushima, Ed. C. K. Hirasawa: Br. Off. 3, Corr. 1. Contr. Agencies: AP, UP, INS, Reuter, AFP, NANA, New York Herald Tribune, Editors Press Service and Keystone. Publications: Journal of Finance and Commerce (Monthly), Student Times (Weekly) and Directory Foreign Residents.

**JOMO SHINBUN ME**: m—72,843 e—51,562: Jomo Shinbun-sha, 105, Kuruwamachi, Maebashi city, Gumma: 1886: Pres. H. Shinohara, Mng. Ed. J. Ozeki: Br. Off. 15, Corr. 2.

## [K]

**KAHOKU SHINPO ME**: m—245,300 e—97,600: Kahoku Shinpo-sha, 141, Higashi Niban-cho, Sendai city: 1897: Ch. Bo. Dir. J. Ichiriki, Pres. C. Kanno, Mng. Ed. J. Ogata: Ch. Ed. Wr. E. Hyodo: Br. Off. 8, Corr. 39. Publication: Kahoku Nenkan (Year Book).

**KANAGAWA SHINBUN** M: 107,780: Kanagawa Shinbun-sha, 81/6, Onoe-cho, Naka-ku, Yokohama city: 1942: Ch. Bo. Dir. T. Higuchi, Pres. H. Sasaki, Dir. Gen. I. Tanaka, Ed. C. M. Kawasaki, Mng. Ed. H. Masuda: Br. Off. 13, Corr. 2.

**KITA NIPPON SHINBUN ME**: m—152,136 e—106,420: Kita Nippon Shinbun-sha, 31, Azumi-cho, Toyama city: 1940: Pres. S. Mura, Executive Dir. M. Takada, Dir. Gen. T. Nakayama, Mng. Ed. I. Fujii: Br. Off. 35, Corr. 35. Publications: Fujin Kita Nippon Shinbun (Woman's Newspaper), Nogyo Kitanippon (Agricultural Northern Japan), Gekkan Kitanippon (Monthly), Kitanippon Nenkan (Year Book).

**KOBE SHINBUN ME**: m—325,086 e—253,857: Kobe Shinbun-sha, 4, 7-chome, Kumoi-dori, Fukiai-ku, Kobe city: 1898: Pres. K. Tanaka, Dir. Gen. K. Mitsuda, C. Ed. Wr. S. Hata, Mng. Ed. J. Sekiguchi: Br. Off. 17, Corr. 21. Contr. Agencies: Manchester Guardian. Publications: Einoo to Seikatsu (Cultivating and Life).

**KOCHI SHINBUN ME**: m—128,000 e—65,800: Kochi Shinbun-sha, 24, Honcho, Kochi city: 1904: Pres. Y. Fukuda, Dir. & Ch. Ed. Wr. A. Nakamura, Mng. Ed. I. Nakamura: Br. Off. 22, Corr. 11. Contr. Agency: Look. Publications: Kodomo Kochi Shinbun (Children's Newspaper), Kochi Nogyo Shinbun (Agricultural Newspaper) and Kochi Nenkan (Year Book).

**KUMAMOTO NICHINICHI SHINBUN** ME: m—150,413 e—69,692: Kumamoto Nichinichi Shinbun-sha, 42, 5-chome, Kamidori-machi, Kumamoto city: 1942: Pres. T. Izu, Dir. Gen. J. Murakami, Mng. Ed. K. Ozaki, C. Ed. Wr. S. Ito. Br. Off. 19, Corr. 5.

**KYOTO SHINBUN** ME: m—288,141 e—293,091: Kyoto Shinbun-sha, Karasumaru-dori, Nakakyo-ku, Kyoto city: 1942: Ch. Bo. Dir. Y. Sakama, Pres. K. Shiraishi, Mng. Ed. T. Hidaka: Br. Off. 19, Corr. 17. Contr. Agencies: INS, NANA, INP and King Features Syndicate.

**KYOZAI NEWS** 3/M: 36,762: Nippon Shashin Shinbun-sha, 1, 3-chome, Nihonbashi-dori, Chuo-ku, Tokyo: 1945: Pres. T. Kojima, Dir. Gen. S. Hara, Mng. Ed. M. Ishihara, Br. Off. 92: Contr. Agency: INP. Publications: Kensei (Health & Hygiene) News (W), Hoken Taiiku (Health & Physical Education) News (W), Sangyo Kyoshitsu (Industrial Topics 3/M), and Photo News (W).

### [M]

**MAINICHI SHINBUN** ME: Mainichi Shinbun-sha, Pres. C. Honda, Dir. Gen. T. Hara, Dir. & Ed. C. R. Watase, R. Asai. Contr. Agencies: UP, AFP, PANA, Keystone, United Feature Syndicate, WPS, FPS, RP, Soviet Radio News, PTI, ANS, KP, Central News Agency of China and New Asia Press Service. For. Corr. Washington, New York, London, Paris, Bonn, Moscow, New Delhi, Taipei, Hongkong, Seoul and Manila. Publications: Mainichi Shogakusei (Primary school pupil's) Shinbun (D), Mainichi Chugakusei (Junior-high school pupil's) Shinbun (D), Sunday Mainichi, Mainichi Graphic (W), Economist (W), Camera Mainichi (M), Mainichi Nenkan (Year Book), Nippon Tokei Nenkan (Statistics Annual) and Tenji (Braille) Mainichi (W).

— **MAINICHI SHINBUN** (Tokyo) ME: Mainichi Shinbun-sha, (Tokyo), 11, 1-chome, Yuraku-cho, Tokyo: 1872: Ch. Ed. Wr. F. Ikematsu, Mng. Ed. M. Yamamoto. Br. Off. 24, Corr. 142 in Eastern Japan.

— **MAINICHI SHINBUN** (Osaka) ME: Mainichi Shinbun-sha (Osaka), 36, Kami-2-chome, Dojima, Kita-ku, Osaka: 1876: Mng. Ed. T. Sumitomo. Br. Off. 21, Corr. 89 in Western Japan.

— **MAINICHI SHINBUN** (Seibu) ME: Mainichi Shinbun-sha (Seibu), 902, 1-chome, Kiyotaki-cho, Moji city, Kyushu: 1935: Dir. K. Sakata, Mng. Ed. G. Uragami. Br. Off. 11, Corr. 55 in Kyushu district.

— **MAINICHI SHINBUN** (Chubu) ME: Mainichi Shinbun-sha (Chubu), 4-chome, Horinouchi-machi, Nakamura-ku, Nagoya city: 1950: Dir. T. Umejima, Mng. Ed. Y. Yamane. Br. Off. 4, Corr. 25 in Central Japan.

— **THE MAINICHI** (in English) (Tokyo) M: 53,063: Mainichi Shinbun-sha, 11, 1-chome, Yuraku-cho, Chiyoda-ku, Tokyo: 1922: Pres. C. Honda, Dir. & Ed. C. S. Kudo, Mng. Ed. T. Shibata. Contr. Agencies: UP, AFP, NANA, PANA, King Features, NEA, UP-Sun: Publications: The Mainich Over-seas Edition (Monthly), New Japan (Yearly), Seeing Japan (Yearly).

— **THE MAINICHI** (in English) (Osaka) M: 48,145: Mainichi Shinbun-sha, 36, Kami-2-chome, Dojima, Kita-ku, Osaka: 1922: Pres. C. Honda, Vice Ed. C. & Mng. Ed. I. Matsunaga.

**MINAMI NIPPON SHINBUN** ME: m—183,256 e—67,772: Minami Nippon

Shinbun-sha, 2, Yasui-cho, Kagoshima city: 1899: Pres. S. Hatanaka, Dir. Gen. K. Taneda, Ch. Ed. Wr. T. Hirakawa, Mng. Ed. M. Kono: Br. Off. 31, Corr. 73.

**MURORAN MINPO** ME: m—48,600 e—48,600: Muroran Minpo-sha, 41, Chitose-machi, Muroran city, Hokkaido: 1945: Pres. K. Tanimura: Br. Off. 10.

[N]

**NAGASAKI MINYU SHINBUN** M: 43,809: Nagasaki Minyu Shinbun-sha, 1, Dejima-cho, Nagasaki city: 1924: Pres. H. Nishioka, Ed. C. & Mng. Ed. I. Hara: Br. Off. 13, Corr. 7.

**NAGASAKI NICHINICHI SHINBUN** M: 96,670: Nagasaki Nichinichi Shinbun-sha, 14, Funatsu-machi, Nagasaki city: 1946: Ch. Bo. Dir. Y. Kuwabara, Pres. R. Watanuki, Ed. C. S. Sugimoto, Mng. Ed. R. Yamaguchi: Br. Off. 16, Corr. 6. Publication. Shodo no Ayumi (Calligraphy).

**NAGOYA TIMES** E: 113,257: Nagoya Times-sha, 5, 1-chome, Nishikawabata-cho, Nagoya city: 1946: Pres. T. Nozaki, Ed. C. & Mng. Ed. T. Shimizu: Br. Off. 7. Contr. Agencies: AP, UP, For. Corr. Paris. Publication: Aji Kurige (Gastronomical Tour).

**NAIGAI TIMES** E: 350,000: Naigai Times-sha, 5, 3-chome, Ginza, Chuo-ku, Tokyo: 1949: Pres. Tsai Chang Keng, Mng. Ed. C. Togashi. Br. Off. 3. Contr. Agencies: AP, EP, NANA, Keystone & Sun.

**NANSHIN NICHINICHI SHINBUN** E: 30,000: Nanshin Nichinichi Shinbun-sha, 3175, Kamisuwa, Suwa city, Nagano: 1901: Ch. Bo. Dir. T. Misawa, Ed. C. T. Mikoshiwa: Br. Off. 9.

**NIHON KEIZAI SHINBUN (Tokyo)** ME: Nihon Keizai Shinbun-sha, 16, 2-chome, Kayaba-cho, Nihonbashi, Chuo-ku, Tokyo: 1876: Pres. N. Yorozu, Dir. Gen. K. Fukuda, Mng. Ed. H. Ogiwara. Br. Off. 45 Corr. 6. For. Corr. New York, London, Paris, Bonn and New Delhi. Contr. Agencies: AP, UP, Journal of Commerce, Reuter, Financial Times and RP. Publications: Nihon Keizai Nenkan (Economical Year Book), Kaisha Nenkan (Commercial Year Book).

— **NIHON KEIZAI SHINBUN (Osaka)** M: Nihon Keizai Shinbun-sha, 15, 1-chome, Imabashi, Higashi-ku, Osaka.

**NIIGATA NIPPO** ME: m—204,071 e—80,307: Niigata Nippo-sha, 227, Ichiban-cho, Higashinaka-dori, Niigata City: 1942: Ch. Bo. Dir. K. Sakaguchi, Pres. J. Nishimura, Mng. Ed. K. Nakano: Br. Off. 24, Corr. 6. Contr. Agencies: AP, UP, AFP, Reuter and CDN. Publications: Niigata Nenkan (Year Book), Shukan Niigata Nippo Shashin News (Weekly Photo News).

**NIKKAN KOGYO SHINBUN** M: 104,771: Nikkan Kogyo Shinbun-sha, 1, 1-chome, Iida-machi, Chiyoda-ku, Tokyo: 1945: Pres. A. Masuda, Mng. Ed. T. Shirai: Br. Off. 25, Corr. 9. For. Corr. New York. Publications: Kikai Gijutsu (Mechanical Technics), other several magazines on industry.

**NIKKAN SPORTS** M: 326,000: Nikkan Sports Shinbun-sha, 7, 3-chome, Shintomi-cho, Chuo-ku, Tokyo: 1946: Pres. H. Kawada, Mng. Ed. Y. Haruyama: Br. Off. 1, Corr. 2. Contr. Agency: AP.

**NIPPON FUJIN SHINBUN** 2/W: 99,542: Nikkan Kogyo Shinbun-sha, 1, 1-chome, Iida-machi, Chiyoda-ku, Tokyo: 1945: Pres. A. Masuda: Br. Off. 11.

**NIPPONKAI SHINBUN** M: 68,850: Nipponkai Shinbun-sha, 319, Nishimachi, Tottori city: 1939: Pres. S. Kimura, Mng. Ed. S. Shinoda: Br. Off. 11, Corr. 2.

**NIPPON KAIJI SHINBUN** M: 12,000: Nippon Kaiji Shinbun-sha, 6, 5-chome, Shiba-Tamura-cho, Minato-ku, Tokyo: 1942: Pres. K. Oyama, Mng. Ed. S. Goto. Br. Off. 11, Corr. 2.

**NIPPON KYOIKU SHINBUN** 3/W: 75,000: Nippon Kyoiku Shinbun-sha, Kyoiku Kaikan, Hitotsubashi, Kanda, Chiyoda-ku, Tokyo: 1946: Pres. K. Oyama, Dir. Gen. S. Shirataki, Mng. Ed. S. Ueda. Br. Off. 43.

**NIPPON NOGYO SHINBUN** 2/W: 280,000: Zenkoku Shinbun Joho Nogyo Kyodo-kumiai (Union of all Japan Agriculture Syndicates), 85, Neribeicho, Taito-ku, Tokyo: 1928: Dir. Gen. T. Kuwada, Mng. Ed. Y. Kimura. Br. Off. 1.

**NIPPON SEN-I SHINBUN** M: 50,000: Nippon Sen-i Shinbun-sha, 10, 1-chome, Nihonbashi-honcho, Chuo-ku, Tokyo: 1943: Ch. Bo. Dir. J. Hoshijima, Mng. Ed. T. Nishizawa. Br. Off. 10, Corr. 7.

**NISHI NIPPON SHINBUN** ME: m—687,604, e—295,932: Nishi Nippon Shinbun-sha, 984, Shimo-keigo, Fukuoka city: 1877: Pres. N. Tanaka, Mng. Ed. T. Fukuda: Br. Off. 41, Corr. 31. Contr. Agencies: AP, INP, INS, AFP, PANA, UP-Sun and East Asia News. Publication: Nishi Nippon Sports.

## [O]

**OITA GODO SHINBUN** ME: m—109,282 e—109,282: Oita Godo Shinbun-sha, 2, Niage-machi, Oita city: 1942: Ch. Bo. Dir. M. Ootsu, Pres. T. Nagano, Mng. Ed. R. Himeno, C. Ed. Wr. N. Kiyohara: Br. Off. 17, Corr. 14. Publication: Oita-ken Nenkan (Year Book).

**OSAKA NICHINICHI SHINBUN** E: 220,885: Osaka Nichinichi Shinbun-sha, 10, 1-chome, Kitadori, Edobashi, Nishi-ku, Osaka: 1946: Pres. J. Ishii, C. Ed. Wr. & Mng. Ed. Y. Tomita: Br. Off. 4.

**OSAKA SHINBUN** E: 658,121: Osaka Shinbun-sha, 27, Umeda-cho, Kita-ku, Osaka: 1920: Ch. Bo. Dir. H. Maeda, Pres. Y. Sawamura, Ed. Ch. K. Yamaji, Mng. Ed. S. Dobashi, Br. Off., Corr., For. Corr., Contr. Agencies the same with Sangyo Keizai Shinbun.

## [S]

**SAGA SHINBUN** M: 66,820: Saga Shinbun-sha, 62, Matsubara-cho, Saga city: 1884: Pres. K. Nakao, Dir. Gen. S. Nakao, Mng. Ed. & C. Ed. Wr. T. Koga: Br. Off. 12, Corr. 3.

**SAITAMA SHINBUN** M: 48,500: Saitama Shinbun-sha, 113, 6-chome, Kishimachi, Urawa city, Saitama: 1944: Ch. Bo. Dir. A. Kawanabe, Pres. H. Takei, Mng. Ed. Y. Omata: Br. Off. 7, Corr. 7. Publication: Saitama Nenkan (Year Book).

**SANGYO KEIZAI SHINBUN** ME: m—1,535,250 e—667,811: Sangyo Keizai



Shinbun-sha, 27, Umeda-cho, Kita-ku, Osaka: 1933: Ch. Bo. Dir. H. Maeda, Pres. Y. Sawamura, Ed. C. K. Yamaji, Mng. Ed. S. Dobashi, District Head Off. 2, Br. Off. 33, Corr. 142. For. Corr. New York, Los Angeles, London, Hongkong, Paris, Bonn, Rome, Honolulu, South-East Asia (at Hongkong) and Sao Paulo. Contr. Agencies: INS, AFP, UP, NANA, PANA, EPS, ANS, RP, INP, PP, AP, Reuter, New China News Agency, King Features, East Asia News, Soviet News, Soviet Press. Publications: Sankei Sports (D), Shukan Sankei (W), Sankei Camera (M), Asia Scene (cultural informations from & to Asian countries) and Sankei Zuihitsu (Features).

**SANKEI JIJI ME:** m—1,240,000 e—700,000: Sangyo Keizai Shinbun Tokyo Honsha, 3, 1-chome, Ote-machi, Chiyoda-ku, Tokyo: 1933: Ch. Bo. Dir. H. Maeda, Pres. T. Katsuta, Ed. C. & Ch. Ed. Wr. T. Itakura, Ed. C. M. Ito, Administrative Director in charge of Editorial affairs, E. Kinoshita, Mng. Ed. K. Sato. Br. Off. 20. Corr. 146. For Corr: the same with Sangyo Keizai Shinbun. Contr. Agencies: UP, NANA, EPS, AFP, PANA, RP, ANS, News Chronicle, Soviet News, East Asia News, Soviet Press and Paul Popper (P. P. Orion). Publications: the same with Sangyo Keizai Shinbun.

**SAN-IN NICHINICHI SHINBUN M:** 40,000: San-in Nichinichi Shinbun-sha, 92, Manno-machi, Yonago city, Tottori: 1946: Ch. Bo. Dir. H. Sakaguchi, Pres. H. Yamamoto, Mng. Ed. S. Matsumoto: Br. Off. 10, Corr. 2.

**SAN-IN SHINPO M:** 70,000: San-in Shinpo-sha, 383, Tono-machi, Matsue city, Shimane: 1942: Ch. Bo. Dir. C. Tabe, Pres. S. Kobata, Ed. C. S. Ito, Mng. Ed. S. Adachi: Br. Off. 13, Corr. 3.

**SAN-YO SHINBUN ME:** m—320,959 e—256,853: San-yo Shinbun-sha, 397, Shimo-ishi, Okayama city: 1879: Pres. I. Koso, Dir. Gen. & Ch. Ed. Wr. Z. Uno, Mng. Ed. D. Yoshida. Br. Off. 47, Corr. 31. Publications: Sanyo Shogakusei (Primary School Pupil's) Shinbun (D), Sanyo Nenkan (Year Book).

**SHIGA NICHINICHI SHINBUN M:** 15,620: Shiga Nichinichi Shinbun-sha, 1, Higashiura Ootsu city: 1943: Executive Dir. S. Kato, Ed. C. Y. Yano, Mng. Ed. S. Isoya, Br. Off. 7. Publication: Shiga Nenkan (Year Book).

**SHIKOKU SHINBUN ME:** m—85,500 e—24,700: Shikoku Shinbun-sha, 60, Tenjinmae, Takamatsu city, Kagawa: 1889: Executive Dir. T. Hirai, Mng. Ed. K. Matsuoka: Br. Off. 16, Corr. 4. Publication: Kagawa Nenkan (Year Book).

**SHIMOTSUKE SHINBUN ME:** m—65,898: Shimotsuke Shinbun-sha, 3003, Ikegami-cho, Utsunomiya city, Tochigi: 1884: Ch. Bo. Dir. S. Kosaka, Pres. T. Fukushima, Mng. Ed. & Ed. C. K. Kamakura: Br. Off. 11, Corr. 11.

**SHINANO MAINICHI SHINBUN (Nagano) ME:** m—210,560 e—99,630: Shinano Mainichi Shinbun-sha, 657, Minami Agata-cho, Nagano city: 1873: Pres. T. Kosaka, Ed. C. S. Honda, Mng. Ed. T. Ishihara, Ch. Ed. Wr. R. Akabane: Contr. Agencies: DRI, NANA, WNS, and KFS. Br. Off. 25, Corr. 4. Publications: Nogyo Shinshu (Agricultural Shinshu), Shinmai Nenkan (Year Book).

— **SHINANO MAINICHI SHINBUN (Matsumoto),** Shinano Mainichi Shin-

- bun-sha, 31, Ninomaru-cho, Matsumoto city, Nagano: 1950.
- SHIN KANSAI E:** 132,100: Shin Kansai Shinbun-sha, Kami 2-chome, Dojima, Kita-ku, Osaka: 1946: Mng. Dir. S. Ueda, Information Dir. Y. Hashizume. Br. Off. 3.
- SHINKO SHINBUN ME:** Shinko Shinbun-sha, 25, 3-chome, Minato-machi, Hyogo-ku, Kobe city: 1946: Pres. J. Takeuchi, Ed. C. & Ch. Ed. Wr. K. Ogura, Mng. Ed. N. Nakamura, Br. Off. 14, Corr. 22.
- SHIN KYUSHU M:** 108,451: Shinkyushu Shinbun-sha, 898, 1-chome, Kiyotaki-cho, Moji city, Fukuoka: 1946: Executive Dir. S. Asari, Mng. Ed. H. Okubo: Br. Off. 6, Corr. 4.
- SHIN OSAKA E:** 93,400: Shin Osaka Shinbun-sha, 98, Togano-machi, Kita-ku, Osaka: 1946: Ch. Bo. Dir. & Mng. Ed. M. Shiozawa, Pres. K. Uenaka. Br. Off. 2. Publication: Osaka-fu Nenkan (Year Book).
- SHIN-YO SHINBUN E:** 31,768: Shin-yo Shinbun-sha, 314, Nishibori-cho, Matsumoto city, Nagano: 1907: Pres. & Mng. Ed. T. Miyasaka, Br. Off. 12.
- SHIN YUKAN E:** 73,400: Shin Yukan Shinbun-sha, 3, 1-chome, Hamamatsu-cho, Shiba, Minato-ku, Tokyo: 1886: Pres. K. Yamazaki, Mng. Ed. T. Honma: Br. Off. 7. Publication: Gekkan Seiji to Keizai (Monthly Politics and Economy).
- SHIZUOKA SHINBUN ME:** m—109,784 e—109,120: Shizuoka Shinbun-sha, 46, Konya-machi, Shizuoka city: 1941: Pres. M. Oishi, Mng. Ed. M. Shigeta. Br. Off. 25, Corr. 7. Contr. Agencies: NANA.
- SPORTS NIPPON (Osaka) M:** 246,000: Sports Nippon Shinbun-sha, 39, Kami 2-chome, Dojima, Kita-ku, Osaka: 1949: Dir. R. Ninokuma: Br. Off. 2. Contr. Agency: NANA.
- **SPORTS NIPPON (Tokyo) M:** Sports Nippon Shinbun-sha, 11, 1-chome, Yuraku-cho, Chiyoda-ku, Tokyo: Dir. & Mng. Ed. E. Hirose.
- SUN SHASHIN SHINBUN (Sun Pictorial Daily) E:** 153,920: Sun Shashin Shinbun-sha, 11, 1-chome, Yuraku-cho, Chiyoda-ku, Tokyo: 1946: Dir. K. Matsumura, Dir. and Mng. Ed. N. Isshiki: Corr. 80. Contr. Agencies: UP-Sun, EP, Keystone & PANA: Publication: Sun-Graph (monthly).

[T]

- TOCHIGI SHINBUN M:** 59,784: Tochigi Shinbun-sha, 3,266, Sugihara-machi, Utsunomiya city: 1950: Ch. Bo. Dir. & Mng. Ed. Y. Ohira, Pres. J. Kubo. Br. Off. 15, Corr. 3. Publication: Tochigiken Shoko Yoran (Commercial and Industrial Directory).
- TOKUSHIMA SHINBUN ME:** m—100,750 e—25,873: Tokushima Shinbun-sha, 31, 1-chome, Saiwai-cho, Tokushima city: 1941: Pres. S. Maekawa, Mng. Ed. K. Takimoto: Br. Off. 24, Corr. 1. Publications: Tokushima Nenkan (Year Book), Tokushima Graph.
- TOKYO SHINBUN ME:** m—743,071 e—793,134: Tokyo Shinbun-sha, 10, 2-chome, Uchisaiwai-cho, Chiyoda-ku, Tokyo: 1941: Pres. K. Fukuda, Ed. C. S. Kojima, C. Ed. Wr. K. Karashima: Br. Off. 12, Corr. 54. For. Corr. New York, Washington, London, Bonn, San Francisco, Honolulu, and Taipei. Contr. Agencies: AP, UP, AFP, London Express, NANA, EPS,

RP, Chicago Daily News, Soviet News, PTI, New Reader, DRI, ANS, East Asia News, WNS, Shankers Weekly and KNS. Publication: Shukan (Weekly) Tokyo.

**TOKYO TIMES M:** 343,961: Tokyo Times-sha, 1, 2-chome, Shiba, Shinbashi, Minato-ku, Tokyo: 1946: Ch. Bo. Dir. R. Shikiba, Pres. N. Okamura, Ed. C. E. Inoue. Br. Off. 4. Publication: Star Story (M).

**TO-O NIPPO ME:** m—132,945 e—132,945: To-o Nippo-sha, 3, Nagashima, Amori city: 1888: Pres. T. Kudo, Mng. Ed. & Ed. C. R. Kusumi, Ch. Ed. Wr. H. Ono. Br. Off. 17. Publication: To-o Nenkan (Year Book).

**TOYAMA SHINBUN ME:** Hokkoku Shinbun-sha, 399, Oote dori, Sogawa Toyama city: 1946: Pres. H. Saga (other details same as Hokkoku Shinbun).

## [W]

**WAKAYAMA SHINBUN M:** 28,534: Wakayama Shinbun-sha, 5, 4-chome, Komatsubara dori, Wakayama city: 1940: Pres. A. Yura, Mng. Ed. J. Nakano, Ed. C. S. Matsumoto: Br. Off. 9, Corr. 6.

## [Y]

**YAMAGATA SHINBUN ME:** m—150,227, e—72,903: Yamagata Shinbun-sha, 471, Nanoka-machi, Yamagata city: 1876: Pres. Y. Hattori, Dir. Gen. Y. Murayama, Mng. Ed. T. Ohira: Br. Off. 13, Corr. 4.

**YAMANASHI JIJI SHINBUN E:** 65,000: Yamanashi Jiji Shinbun-sha, 82, Yamada-cho, Kofu city, Yamanashi: 1946: Ch. Bo. Dir. Y. Shimizu, Pres. N. Ono, Mng. Ed. T. Fuji: Br. Off. 12, Corr. 2.

**YAMANASHI NICHINICHI SHINBUN M:** 47,600: Yamanashi Nichinichi Shinbun-sha, 288, Hiyyakkoku-machi, Kofu city, Yamanashi: 1872: Pres. J. Noguchi, Mng. Ed. S. Kobayashi, Ed. C. Y. Yokota: Br. Off. 2, Corr. 11.

**YAMATO TIMES M:** 23,980: Yamato Times-sha, 606, Sanjo-machi, Nara city: 1946: Pres. & Mng. Ed. J. Tanaka: Br. Off. 11, Corr. 2. Publication: Naraken Nenkan (Year Book).

**YOMIURI SHINBUN (Tokyo) ME:** m—2,076,532 e—1,554,577: Yomiuri Shinbun-sha, 1, 3-chome, Ginza-Nishi, Chuo-ku, Tokyo: 1874: Ch. Bo. Dir. & Ed. C. Y. Takahashi, Dir. Gen. M. Mutai, Mng. Ed. F. Kojima. Br. Off. 27, Corr. 189: For. Corr. Washington, New York, London, Paris, Berlin, Manila, New Delhi, Hongkong, San Francisco, Moscow and Honolulu. Contr. Agencies: INS, AP, AFP, WPS, ACH, ANS, PTI, NANA, Economist, U.S. News & World Report, Daily Mail, N.Y. Herald Tribune, PANA, Paris-Press, New Asia Press Service & Central News Agency of China. Publications: Shukan (Weekly) Yomiuri, Manga (comics) Yomiuri (quarterly), Goraku (Amusement) Yomiuri, Kagaku (Science) Yomiuri, O Sumoo (Sumoo), Yomiuri Shin Seikatsu (New life), Yomiuri Shashin (photo) News, Yomiuri Nenkan (Year Book), Yomiuri Sports Nenkan (Year Book) and Yomiuri Hodo Shashin-shu (News photo).

— **YOMIURI SHINBUN (Osaka) ME:** Osaka Yomiuri Shinbun-sha, 77, Nozaki-cho, Kita-ku, Osaka: 1952: Ch. Bo. Dir. Y. Takahashi, Dir. Gen. K. Hattanda, Ch. Ed. Wr. S. Miura, Mng. Ed. T. Kuriyama, Br. Off. 23, Corr. 128. For. Corr., same with Yomiuri Shinbun (Tokyo). Contr.

Agencies: INS, AP, AFP, RP, WPS, ACH, NANA, PTI, New Asia Press Service, Central News Agency of China, ANS, Economist, U.S. News & World Report, Daily Mail, N.Y. Herald Tribune, Paris-Press and PANA.

**YUKAN FUKUNICHI E:** 217,000: Yukan Fukunichi Shinbun-sha, 34, 1-chome, Imaizumi-machi, Fukuoka city: 1946: Ch. Bo. Dir. H. Morita, Pres. T. Ura, Ed. C. & Mng. Ed. T. Yamanouchi: Br. Off. 17, Corr. 8. Publication: Furusato Jinbutsu-ki (Biography of Native Land).

**YUKAN KYOTO E:** 61,135: Yukan Kyoto Shinbun-sha, Nijyo-Agaru, Karasumaru-dori, Nakakyo-ku, Kyoto: 1946: Pres. M. Yamaguchi, Mng. Ed. Y. Tokui: Br. Off. 3, Corr. 1.

**YUKAN OKAYAMA E:** 56,000: Yukan Okayama Shinbun-sha, 88, Higashi-Nakayamashita, Okayama city: 1946: Pres. S. Hoshijima, Mng. Ed. Y. Kyoyama: Br. Off. 20, Corr. 2. Publication: PTA Shinbun.

**ASAHI EVENING NEWS (in English) D:** Asahi Evening News-sha, 1, 1-chome, Uchisaiwai-cho, Chiyoda-ku, Tokyo: 1954: Ch. Bo. Dir. N. Murayama. Mng. Ed. K. Shiba. Contr. Agencies: AP, UP, AFP, INS & NANA.

**SHINBUN KYOKAI-HO 2/W:** 10,000: Nippon Shinbun Kyokai, Shisei Kaikan Building, Hibiya Park, Chiyoda-ku, Tokyo: 1943: Dir. Gen. M. Yokota, Mng. Ed. S. Miki: Organ Paper of the Japan Newspaper Publishers and Editors Association.

## 2. Principal Non N.S.K. Member Newspapers

**AKAHATA (Red Flag) D:** Central Organ of Japanese Communist Party, 714, 4-chome, Sendagaya, Shibuya-ku, Tokyo: 1945: Dir. Y. Abe.

**CHRIST SHINBUN (Christian Newspaper) W:** Christ Shinbun-sha, 6, 1-chome, Kanda Nishiki-cho, Chiyoda-ku, Tokyo: 1946: Pres. T. Kagawa.

**DENKI SHINBUN (Electricity) 15/W:** Nippon Denki Kyokai, 3, 1-chome, Yuraku-cho, Chiyoda-ku, Tokyo: 1907: Pres. M. Tazawa.

**DENPA SHINBUN (Electric Wave) W:** Denpa Shinbun-sha, 2, Matsuzumi-cho, Kanda, Chiyoda-ku, Tokyo: 1950: Pres. H. Hirayama.

**DENTSU HO (Advertising) 2/W:** Dentsu: 1, 7-chome, Nishi, Ginza, Chuo-ku, Tokyo: 1948: Pres. H. Yoshida.

**GOMU TIMES (Rubber) W:** Gomu Times-sha, 2, 1-chome, Asakusabashi, Taito-ku, Tokyo: 1946: Pres. S. Matsuura.

**HOKEN MAINICHI SHINBUN (Insurance) D:** Hoken Mainichi Shinbun-sha, 16, Honmura-cho, Ichigaya, Shinjuku-ku, Tokyo: 1945: Pres. R. Oota.

**INSATSU ZAIRYO JIHO (Printing Materials) 3/W:** Insatsu Zairyo Jihosha, 3, 1-chome, Jinbo-cho, Kanda, Chiyoda-ku, Tokyo: 1948: Pres. T. Kawabata.

**INSURANCE W:** Hoken Kenkyu-sho, 56, 1-chome, Hatagaya-Honcho, Shibuya-ku, Tokyo: 1927: Pres. S. Shimada.



- JAPAN NEWS (in English)** D: Yomiuri Shinbun-sha, 1, 3-chome, Ginza-Nishi, Chuo-ku, Tokyo: 1947: Pres. Y. Takahashi, Mng. Ed. Y. Tanaka.
- JAPAN TRAVEL NEWS** 2/W: Kokusai Kanko Kyokai, 1, 1-chome, Marunouchi, Chiyoda-ku, Tokyo: 1946: Pres. Y. Hamaguchi.
- JITENSHA KOGYO SHINBUN (Bicycle Industry)** W: Jitensha Kogyo Shinbun-sha, 18, Moto-sakuma-cho, Kanda, Chiyoda-ku, Tokyo: 1948: Pres. J. Suzuki.
- JYOKAI SHINPO (Brewing)** 2/W: Jyokai Shinpo-sha, 32, 1-chome, Yokobori, Higashi-ku, Osaka: 1946: Pres. S. Inagaki.
- JYUTAKU SHINPO (Housing)** W: Jyutaku Shinpo-sha, 14, 1-chome, Yuraku-cho, Chiyoda-ku, Tokyo: 1948: Pres. S. Nakano.
- KAGAKU KOGYO NIPPO (Chemical Industry)** D: Kagaku Kogyo Nippo-sha, 2, Koyama-cho, Shiba-mita, Minato-ku, Tokyo: 1937: Pres. T. Sakurai.
- KAMI NO SHINBUN (Paper)** 2/W: Kami no Shinbun-sha, 5, 3-chome, Hama-cho, Nihonbashi, Chuo-ku, Tokyo: 1946: Pres. K. Kawakita.
- KANSAI SHOKURYO SHINBUN (Food)** 2/W: Kansai Shokuryo Shinbun-sha, 6, 2-chome, Oimatsu-cho, Kita-ku, Osaka 1946: Pres. J. Terasaka.
- KOBE SHOKEN NIPPO (Securities)** D: Kobe Shoken Nippo-sha, 24, 2-chome, Sakaemachi-dori, Ikuta-ku, Kobe city, Hyogo: 1925: Pres. S. Okada.
- KOGYO SHINBUN (Mining)** W: Kogyo Shinbun-sha, 3, 7-chome, Shibashinbashi, Minato-ku, Tokyo: 1948: Pres. T. Azuma.
- KOTSU SHINBUN (Transportation)** D: Kootsu Kyoryoku-kai, 4, 3-chome, Marunouchi, Chiyoda-ku, Tokyo: 1943: Pres. H. Imaizumi.
- MORNING STAR (in English)** M: Morning Star-sha, Oyama-machi, Naha city, Okinawa: 1954: Pres. R. Vermillion.
- NIKKAN JIDOSHA SHINBUN (Automobile)** D: Nikkan Jidosha Shinbun-sha, 5, 5-chome, Tamura-cho, Shiba, Minato-ku, Tokyo: 1929: Pres. M. Kimura.
- NIKKAN KENSETSU KOGYO SHINBUN (Building Materials)** D: Ken-setsu Kogyo Shinbun-sha, 4, 7-chome, Higashi, Ginza, Chuo-ku, Tokyo: 1928: Pres. D. Iizuka.
- NIKKAN MOKUZAI SHINBUN (Timber)** D: Nikkan Mokuzai Shinbun-sha, 1, Fuyuki-cho, Koto-ku, Tokyo: 1945: Pres. Y. Yamaguchi.
- NIPPON DOKUSHO SHINBUN (Books)** W: Nippon Shuppan Kyokai, 6, Kobinata Suido-machi, Bunkyo-ku, Tokyo: 1933: Dir. H. Oshima.
- NIPPON HIRYO SHINBUN (Fertilizer)** W: Hiryo Kyokai, 3, 2-chome, Kyobashi, Chuo-ku, Tokyo: 1942: Pres. H. Okazaki.
- NIPPON JITENSHA SHINBUN (Bicycle)** W: Nippon Jitensha Shinbun-sha, 136, Iriya-cho, Taito-ku, Tokyo: 1926: Pres. S. Tanaka.
- NIPPON JYOKAI SHINBUN (Brewing)** 3/W: Nippon Jyokai Shinbun-sha, 5, 1-chome, Nishiki-cho, Kanda, Chiyoda-ku, Tokyo: 1942: Pres. S. Kariba.

- NIPPON RINKAI SHINBUN (Bicycle)** W: Nippon Rinkai Shinbun-sha, 51, 1-chome, Naka-okachi-machi, Taito-ku, Tokyo: 1913: Pres. H. Wakamura.
- NIPPON SENBAI SHINBUN (Monopoly)** 3/W: Senbai Jigyo Kyokai, 11, Sakuragawa-cho, Nishikubo, Shiba, Minato-ku, Tokyo: 1948: Pres. T. Kusumoto.
- NIPPON SHAKAI SHINBUN (Social Party's Organ)** W: Nippon Shakai Shinbun-sha, 4, 1-chome, Nagata-cho, Chiyoda-ku, Tokyo: 1950: Dir. I. Asanuma.
- NIPPON SHOKEN SHINBUN (Securities)** D: Nippon Shoken Shinbun-sha, 6, 1-chome, Kabuto-cho, Nihonbashi, Chuo-ku, Tokyo: 1944: Pres. M. Hayashi.
- NIKKAN SUISAN KEIZAI SHINBUN (Aquatic)** D: Suisan Keizai Shinbun-sha, 4, 2-chome, Minami Sakuma-cho, Shiba, Minato-ku, Tokyo: 1948: Pres. M. Yasunari.
- NIPPON SUISAN SHINBUN (Marine Products)** 15/W: Dainihon Suisan-kai, 624, Marunouchi, Build., Chiyoda-ku, Tokyo: 1944: Pres. S. Ishii.
- NIKKAN UNYU SHINBUN (Traffic)** D: Unyu Shinbun-sha, 6, 1-chome, Shinbashi, Shiba, Minato-ku, Tokyo: 1945: Pres. J. Tokuyasu.
- NIPPON YAKUGYO SHINBUN (Pharmacy)** 15/M: Nippon Yakugyo Shinbun-sha, 17, Hirano-cho, Higashi-ku, Osaka: 1946: Pres. K. Miyatake.
- NIPPON YUSHI SHINPO (Oil)** 2/W: Yushi Shinpo-sha, 26, 1-chome, Saga-cho, Fukagawa, Koto-ku, Tokyo: 1946: Pres. H. Kikyo.
- NOGYO KYOSAI SHINBUN (Agriculture)** W: Zenkoku Nogyo Kyosai Kyokai, 19, Ichiban-cho, Chiyoda-ku, Tokyo: 1948: Pres. S. Matsumura.
- OKINAWA TIMES ME:** Okinawa Times-sha, 17-kumi, 5-ku, Naha city, Okinawa: 1948: Pres. C. Takamine.
- RADIO DENKA SHINBUN (Radio)** W: Radio Denka Shinbun-sha, 4, 2-chome, Yuraku-cho, Chiyoda-ku, Tokyo: 1946: S. Kawai.
- RINGYO SHINBUN (Forestry)** 3/W: Ringyo Shinbun-sha, 1, 3-chome, Egami-dori, Kitabori, Nishi-ku, Osaka: 1946: Pres. K. Ihara.
- RINZAI SHINBUN (Timber)** D: Rinzai Shinbun-sha, 4, 2-chome, Fukagawa, Koto-ku, Tokyo: 1943: Pres. K. Ishikawa.
- SANGYO BOOEKI SHINBUN (Foreign Trade)** 2/W: Sangyo Booeiki Shinbun-sha, 27, 5-chome, Bakuro-cho, Higashi-ku, Osaka: 1946: Pres. T. Mabuchi.
- SENSHOKU SHINPO (Dyeing and Weaving)** 6/M: Senshoku Shinpo-sha, Takakura, Nishiiru, Sanjyo-dori, Chuo-ku, Kyoto city: 1946: Pres. S. Honda.
- SHINBUN NO SHINBUN (Newspaper)** D: Shinbun no Shinbun-sha, 23, 3-chome, Kanda-jinbo-cho, Chiyoda-ku, Tokyo: 1924: M. Shiki.
- SHIPPING AND TRADE NEWS** D: Tokyo News Tsushin-sha, 10, 8-chome, Nishi Ginza, Chuo-ku, Tokyo: 1949: Pres. S. Okuyama.
- TORYO HOOCHI (Paints)** 6/M: Toryo Hoochi Shinbun-sha, 3, Yarai-cho, Shinjuku-ku, Tokyo: 1946: Pres. J. Arima.

- TSUSHIN BUNKA SHINPO (Telecommunication)** 2/W: Tsushin Bunka Shinko-kai, Sankei-Kaikan, 3, 1-chome, Ote-machi, Chiyoda-ku, Tokyo: 1946: Pres. K. Tomiyasu.
- UNESCO SHINBUN** 3/M: Nippon UNESCO Kyokai Renmei (Federation of UNESCO Associations in Japan), 7, 1-chome, Yuraku-cho, Chiyoda-ku, Tokyo: 1951: Dir. A. Fujiyama.
- YAKUJI NIPPO (Pharmacy)** 15/M: Yakuji Nippo-sha, 43, 1-chome, Kanda Jinbo-cho, Chiyoda-ku, Tokyo: 1943: Pres. H. Sassa.
- YUSHI TORYO JIHO (Oil and Paints)** W: Yushi Toryo Jihoo-sha, 3, 3-chome, Edobashi, Nihonbashi, Chuo-ku, Tokyo: 1943: Pres. K. Nishihara.
- ZEI NO SHIRUBE (Taxation)** W: Ookura Zeim Kyodai, 2, Motoshio-cho, Yotsuya, Shinjuku-ku, Tokyo: 1949: Dir. E. Ishizaka.

### 3. News Agencies

- JIJI TSUSHIN (Jiji Press)** Jiji Tsushin-sha, 2, Hibiya-Park, Chiyoda-ku, Tokyo: 1945: Executive Dir. S. Hasegawa, Mng. Ed. (Section 1) T. Adachi, (Section 2) T. Murata, Br. Off. 84 in all Japan. For. Corr. Washington, New York, Los Angeles, London, Paris, Bonn, Karachi, Buenos Aires and Hongkong. Contr. Agencies: UP, Reuter, AFP. Publications: Sekai Shuho (World News Weekly), Jiji Nenkan (Year Book), Kyoiku (Education) Nenkan, Eiga (Cinema) Nenkan, America Nenkan and Japan Trade Guide.
- KYODO TSUSHIN (Kyodo News Service)** Kyodo Tsushin-sha, 2, Hibiya-park, Chiyoda-ku, Tokyo: 1945: Executive Dir. S. Matsukata, Mng. Ed. M. Arai, C. Ed. Wr. S. Ushijima. For. Corr.: Washington, New York, London, Paris, Bonn, New Delhi, Hongkong, Shingapore Moscow and Peking. Contr. Agencies: AP, UP, Reuter, Central News, KPP & ANTARA. Br. Off. 52, Corr. 1.
- NODA KEIZAI KENKYU-JO NIPPO** Noda Keizai Kenkyu-jo, Nippo, 55, 3-chome, Yaesu, Chuo-ku, Tokyo: 1934: Pres. Y. Noda, Mng. Ed. R. Noda. Br. Off. 14.
- RADIO PRESS (RP)** Radio Press Tsushin-sha, Echigoya-Build., 2-chome, Ginza, Chuo-ku, Tokyo: 1946: Dir. K. Nakata, Mng. Ed. T. Nakadate. Br. Off. 1. For. Corr.: U.S.A. & Geneve. Contr. Agencies: DRI Mercurio, London Express, Children's Newspaper, Star Weekly, San Francisco Chronicle, Daily Variety, WNS, News Week and Town Hall. Publications: Radio Press News Edition (English, D), Radio Press Commentary Edition (English, D), R.P. News (D), R.P. News & Comment (D), Radio Peking (2/D), R.P. Sekai Tokushin Service (Features, 4/W), R.P. Geino-ban (Cultural Edition, W) and Tokuyaku, Tokushu Tsushin (Special News Service).
- SUN TELEPHOTO (Sun News Photo Agency)** 1, 1-chome, Yuraku-cho, Chiyoda-ku, Tokyo: 1952: Ch. Bo. Dir. I. Furuno, Pres. K. Matsuoka, Mng. Ed. M. Kinoshita, Contr. Agency: UP. Br. Off. 1.

#### 4. Broadcasting Stations

- ASAHI HOSO (ABC)** Asahi Broadcasting Co., 3, 3-chome, Nakanoshima, Kita-ku, Osaka: 1951: Pres. B. Iijima, Dir. Gen. J. Hirai, Program Mngr. T. Tanaka, Chief of Information Section Y. Fukuda. Local Station 1, Publication: Radio Asahi (Monthly). JONR 1010 Kc 10 Kw.
- BUNKA HOSO (NBC)** Nippon Cultural Broadcasting Inc., 51, Wakaba-cho, Shinjuku-ku, Tokyo: 1952: Ch. Bo. Dir. K. Shibusawa, Pres. S. Mizuno, Program Mngr. R. Nozawa, Br. Off. 2. JOQR 1130 Kc 50 Kw.
- CHUBU NIPPON HOSO (CBC)** Chubu Nippon Broadcasting Co., Ltd., 15, 4-chome, Shinsakae-machi, Naka-ku, Nagoya: 1951: Pres. K. Sasabe, Dir. Gen. Y. Sato, Program Mngr. H. Ando, Chief of Information Section T. Kato. Local Station 2, Bureau 2. 1070 Kc 10 Kw.
- HOKKAIDO HOSO (HBC)** Hokkaido Broadcasting Co., 3-chome, Nishi, Minami-ichijo, Sapporo city, Hokkaido: 1951: Pres. S. Abe, Program Mngr. K. Muroya. Local Station 8, Bureau 3. JOHR 1190 Kc 10 Kw.
- NIHON TANPA HOSO (NSB)** Nihon Short Wave Broadcasting Co., 13, Akasaka-Shinsaka-machi, Minato-ku, Tokyo: 1954: Pres. S. Odajima, Program Mngr. S. Iizawa. JOZ 3925 Kc 10 Kw.
- NIPPON HOSO (NBC)** Nippon Broadcasting System, 7, 1-chome, Yuraku-cho, Chiyoda-ku, Tokyo: 1954: Ch. Bo. Dir. H. Inagaki, Pres. K. Uemura, Dir. Gen. N. Shikanai, Program Mngr. T. Takahashi, JOLF 1310 Kc 50 Kw.
- NIPPON HOSO KYOKAI (NHK)** Japan Broadcasting Corporation (JBC), 2/2, Uchisaiwai-cho, Chiyoda-ku, Tokyo: 1925: Ch. Bo. Dir. K. Nagata, Dir. of Radio Bureau Y. Kasuga, Program Mngr. Y. Yoshida, Dir. of Television Bureau, Y. Yoshikawa, Dir. of International Bureau, M. Sakiyama, Dir. of Information Bureau, Y. Maeda. JOAK 590 Kc 50 Kw. JOAB 690 Kc 50 Kw.
- NIPPON TV NET WORK (NTV)** Nippon Television Net Work Co., 14, Niban-cho, Chiyoda-ku, Tokyo: 1952: Pres. Y. Shimizu, Program Mngr. T. Kuzumi, Contr. Agencies: INS, Hearst Metro Turne. JOAX-TV 171.25 Mc 10 Kw (Video) 175.75 Mc 5 Kw (Audio).
- OSAKA TELEVISION (OTV)** Osaka Television Broadcasting Corporation, 13, 1-chome, Naka Dojima, Kita-ku, Osaka: 1956: Pres. T. Suzuki, Program Mngr. K. Hara, Chief of Information Section T. Sudo. JOBX-AV 183.25 Mc 10 Kw (Video) 187.75 Mc 5 Kw (Audio).
- RADIO TOKYO (KRT)** Radio Tokyo Inc., 11, 1-chome, Yuraku-cho, Chiyoda-ku, Tokyo: 1951: Pres. T. Adachi, Dir. Gen. Y. Shikakura, Program Mngr. J. Imamichi, Chief of Information Section T. Imai. Publication: Radio Tokyo (/M). JOKR 950 Kc 50 Kw.
- RADIO KYUSHU (RKB)** Radio Kyushu Broadcasting Co., 35, 2-chome, Watanabe-dori, Fukuoka city, Kyushu: 1951: Pres. S. Yamawaki, Program Mngr. H. Hamakawa, Chief of Information Section M. Tai, Local Stations 2. JOFR 1290 Kc 10 Kw.
- SHIN NIPPON HOSO (NJB)** The New Japan Broadcasting Co., Ltd., 53,



Funadaiku-machi, Dojima, Kita-ku, Osaka: 1951: Pres. M. Sugi, Dir. in Charge of Production, M. Goto, Gen. Mngr. of Production S. Wada, Chief of International Section A. Iwasaki, Program Mngr. R. Kawaguchi, Chief of Information Section A. Nishio. JOOR 1210 Kc 10 Kw.

**TOHOKU HOSO** (TBC) Tohoku Broadcasting Co., Ltd., 141, Niban-cho, Higashi, Sendai, Miyagi: 1952: Pres. J. Ichiriki, Dir. Gen. K. Sasaki, Program Mngr. T. Miyake. Local Station. 1. Publication: Tohoku Broadcasting News (M). JOIR 1250 Kc 10 Kw.

---



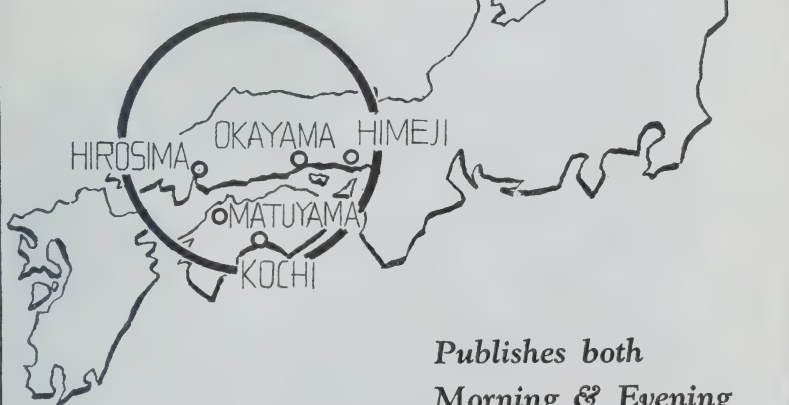
# SANYO SHIMBUN

Founded on Jan. 4, 1879

The Most Influential with  
The Largest Circulation in  
Chugoku & Shikoku districts.



夕刊



*Publishes both  
Morning & Evening  
editions.*

*Head Office : Okayama, Japan*



# 中國新聞

2, Kaminagarekawa-cho,  
Hiroshima City, Japan

## The Chugoku Shimbun

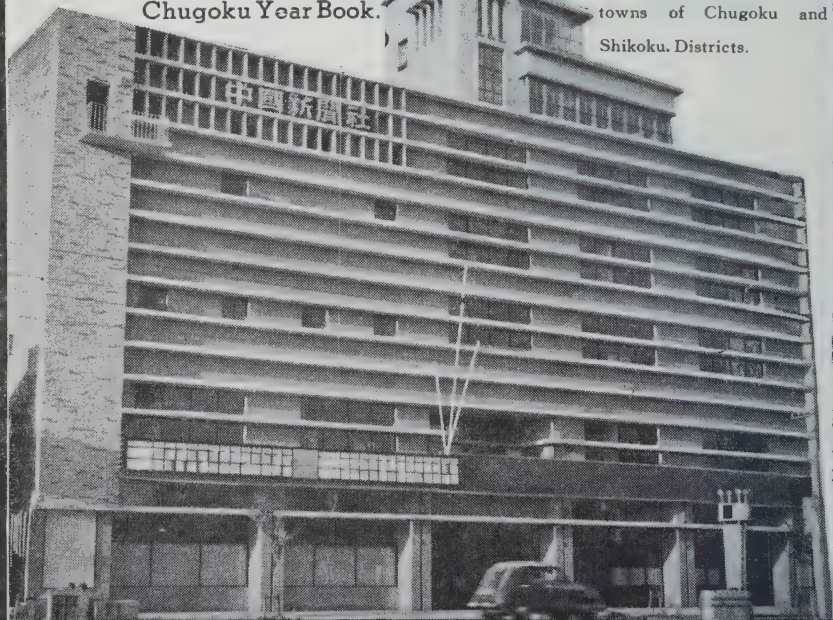
*Largest circulation  
in Chugoku and  
Shikoku Districts.  
Largest overseas  
circulation.*

**Publication :**

Chugoku Shimbun  
Chugoku Shogakusei Shimbun  
Chugoku Year Book.

**Branch Offices :**

Tokyo, Osaka, and 83 other  
branches at main cities and  
towns of Chugoku and  
Shikoku Districts.



### NEWSPAPER OF HIROSHIMA

## 5. Roster of Registered Foreign Press Personnel

informed by  
Public Information and Cultural Affairs Bureau  
Ministry of Foreign Affairs, Tokyo

(January 15, 1957)

<i>Organization</i>	<i>Address &amp; Tel. No.</i>	<i>Name</i>	<i>Card No.</i>	<i>Nationality</i>
AAP-Reuters	Shiseikaikan, Hibiya Park, Chiyoda-ku. (59) 5600-4	BLAZEY, Robert	213	Britain
		Edward		
		*BROOKES, Sydeney	109	"
		BUCKLEY, Arthur J.	173	"
		KENNEDY, Brian D.	178	"
		NAKAMIKADO, Yuko	268	Japan
AFP	NHK Bldg., Uchisaiwai-cho, Chiyoda-ku. (59) 6651-3	NITTA, Kiyoshi	267	"
		CHANTELOUP,	88	France
		Maurice		
		JUNE, Charles S.	86	Korea
		KIMURA, Shoji	202	Japan
		KATO, Shoji	201	"
ABC	Asahi Shinbun Bldg., 3, 2-chome, Yuraku- cho, Chiyoda-ku. (20) 2862	*PROU, Leon L.	12	France
		SHIMADA, Masakazu	63	Japan
		*FALK, Raymond F.	10	U. S.
		HAMADA, Yoko	87	Japan
		HAYASHI, Kayo	207	US & Japan
		SHINOHARA, Eisuke	46	Japan
AP	Asahi Shinbun Bldg., 3, 2-chome, Yuraku- cho, Chiyoda-ku. (20) 2801-3	BALDWIN, Donald K.	200	U. S.
		CARY, James D.	122	"
		EDWARDS, Forrest C.	101	"
		HIGASHI, Shinobu	77	Japan
		HOSHINO, Yorji	100	Britain
		ICHIGAYA, Kazuyoshi	81	Japan
		ISHII, Takaaki	79	"
		JOHNSON, Sam	187	U. S.
		KRAMER, Eugene	103	"
		KURAMITSU, Masashi	148	Japan
		*RANDOLPH, John	27	U. S.
		SAITO, Hiroyuki	80	Japan
		SAWATO, Masao	147	"
		TAKAHASHI, Masao	92	"
(AP-Photos)	" (20) 2804	TATEISHI, Kanemitsu	36	"
		TOMINAGA, Torao	149	"
		UCHIMA, Yasutaro	150	"
		CHIGITA, Mitsunori	218	Japan
		ISHIZAKI, Yuichi	45	"
		*SWEERS, George E.	55	U. S.
Army Times	Asahi Shinbun Bldg., 3, 2-chome, Yuraku- cho, Chiyoda-ku. (20) 2898, 0037	MURAKAMI, Akio	217	Japan
		GOULD, Rowland G.	62	Britain
		MARTIN, Maurice	252	U. S.
		Leslie		
		*RABSEY, Carl D.	145	"



<i>Organization</i>	<i>Address &amp; Tel. No.</i>	<i>Name</i>	<i>Card No.</i>	<i>Nationality</i>
Associated Newspapers of Ceylon	c/o Asahi Evening News Uchisaiwai-cho, Chiyoda-ku. (96) 6515	NARAIN, K. V.	84	India
Basler Nachrichten	c/o Tokyo News Matsumura Bldg. Uchisaiwai-cho, Chiyoda-ku. (59) 9057-9	PRINGSHEIM, Hans E.	126	Germany
Black Star	c/o PANA, Asahi Shinbun Bldg. Yuraku-cho, Chiyoda-ku. (20) 2840-1	LAUNOIS, Jean Rene	161	U. S.
Business International	159, Sakashita-machi Otsuka, Bunkyo-ku. (78) 2843	OGANESOFF, Igor	104	U. S.
Camera Press	2, 3-chome, Aoba-cho, Shibuya-ku. (40) 3670	BRISTOL, Horace Jr. NAKADA, Shozaburo SUZUKI, Yutaka	247 60 59	U. S. Japan "
California Daily News	3, Hinoki-cho, Akasaka, Minato-ku. (23) 0651, 2000	KOMATSU, Yoshimoto	230	Japan
CBS	Correspondents Club	ISHII, Tomoharu ITASAKA, Mikio *PIERPOINT, Robert C.	65 68 9	Japan " U. S.
CBS-TV		*BINGHAM, Wade L. SAKAI, Kojiro WATANABE, Tokuji	8 96 95	U. S. Japan "
Central Daily News	c/o The Free Press 76 Udagawa-cho, Shibuya-ku. (46) 4037	MI, Lu-chuo	85	China
Central News Agency of China	Room No. 36, New Ginza Daiichi Building, 5, 7-chome, Ginza, Chuo-ku. (57) 1306	CHANG, George H. KOMATSU, Chizuko *LEE, Chia	22 34 13	China U. S. China
Central Press	c/o Pacific Stars & Stripes, APO 500	SKLAREWITZ, Norman	193	U. S.
Chicago American	c/o Pacific Stars & Stripes, APO 500	AXELBANK, Jay	182	U. S.
Chicago Shinpo	871 Yoyogi Nishihara- machi, Shibuya-ku. (57) 0072	TODORIKI, Toshiaki	226	Japan
China Horizon	2, 7-chome, Tamachi Akasaka, Minato-ku. (48) 4317	*CHANG, Tien-ye Ho, Charles L. LEE, Warren TING, Tsu	70 115 6 232	China " " "

<i>Organizaiton</i>	<i>Address &amp; Tel. No.</i>	<i>Name</i>	<i>Card No.</i>	<i>Nationality</i>
China Union Press	30 Mitake-cho, Shibuya-ku. (40) 2637	KO, Chien Sheng YU, Thomas H.	254 245	China "
Chinese Free Press	c/o Sukiya Bldg., 1, 5-chome, Ginza- Nishi, Chuo-ku. (57) 3688	CHAN, Tun Jan	235	China
Christian Life	735, 4-chome, Setagaya, Setagaya-ku. (42) 4209	JARVIS, Fred D.	164	U. S.
Colorado Times	509 Akatsutsumi-machi, Setagaya-ku.	OZAWA, Takeo	227	Japan
Dawar	53, Toyooka-cho, Shiba, Minato-ku.	AVINAMI, Mordehai	257	Israel
Dawn	c/o The Mainichi Mainichi Shinbun Bldg., Yuraku-cho, Chiyoda-ku. (20) 0676	KUREISHI, Zahir	203	Pakistan
Dong Hwa News Agency	c/o Midori Hotel 14, 1-chome Yuraku- cho, Chiyoda-ku. (59) 3272	CHO, Kuy Chun	139	Korea
Economic News Service of German	2370, 1-chome, Arajuku, Ota-ku. (67) 0251	GRIMM, Herman O.	82	Germany
East Asia News Agency	6, 4-chome, Tamura- cho, Shiba, Minato-ku. (43) 1630	*LIU, Yuan-Chao MUCHIT, Temindar TING, Ding-Pias	125 124 169	China Turkey China
Farichild Publications Inc.	68, Asahi Dai Higashi Naka-ku, Yokohama City Yokohama (2) 9644	WESSON, Sheldon C.	69	U. S.
Film Daily	1, 1-chome, Uchisaiwai-cho, Chiyoda-ku. (59) 8980	IRETON, Glenn F.	56	U. S.
Far Fast Press Padio Service	1433, 2-chome, Setagaya, Setagaya-ku. (42) 1367	BRANNEN, T. A.	171	U. S.
Free Asia Press	1, Kita Shinmonzen- cho, Azabu Minato-ku.	*CHEN, Chi Hsun WONG, Chien Lung	168 112	China "
Free China	Azabu, Takeya-cho, Minato-ku. (45) 3003	MIAO, Chien Chiu	143	China
Free Writers Federation	6, Takagi-cho, Akasaka Minato-ku. (48) 3390	CHU, Peter LIU, Warren Y. M.	123 263	China "

<i>Organization</i>	<i>Address &amp; Tel. No.</i>	<i>Name</i>	<i>Card No.</i>	<i>Nationality</i>
Great China Press	1-3 Misaki-cho, Kanda, Chiyoda-ku. (33) 5745	WANG Li Peng	222	China
Hawai Herald	80-1 Matsubara-cho, Setagaya-ku. (32) 0727	YAMASHITA, Soen	229	Japan
HLKZ-TV-Korea	c/o Masonic Bldg., 13, Sakae-machi, Shiba Minato-ku. (43) 7044	LEVENBURG, Charles MILLER, Joseph B YUEH, Reymond N	238 251 243	U. S. " China
Hokubei Mainichi	41, 6-chome Nagasaki, Tosima-ku. (95) 3837	SAKAKIBARA, Kamenosuke	231	Japan
Hong Kong Times	c/o Correspondents Club	LU, Kuang Chun	266	China
Indian Express	279, Motoishsiki-cho, Edogawa-ku.	NARAYAN, Surya Ananth	176	India
INS	Yomiuri Shinbun Bldg., 3, 1-chome, Nishi-Ginza, Chuo-ku. (56) 0952-3	ISHII, Kenichi IWATAKE, Nobuaki SAFFIR, Len *STONE, Marvin L. TAKAHASHI, Peter TANABE, Frank S. WHITE, Sydney	118 42 174 57 73 237 28	Japan " U. S. " Japan U. S. "
(INP)	" (56) 1629	FUJIMURA, Ichiro IKEDA, Yoshio	43 72	Japan "
Kemsley Newspapers	c/o Minomura, 14, Shoto, Shibuya-ku. (46) 0403	HUGHES, Richard	29	Britain
Keystone Press	8, Gazenbo Azabu Minato-ku. (48) 6363	ABRAHAMS, Horace James	253	Britain
Kyung Jea Ilbon	84, Wakamatsu-cho, Shinjuku-ku. (34) 9264	WEE, Mahl Sool	119	Korea
London Daily Telegraph	c/o Correspondents Club H. (33) 8819	GOULDING, Ossian	97	Britain
London Times	Asahi Shinbun Bldg., Yuraku-cho, Chiyoda-ku. (20) 2081 H. (38) 0916	AKATANI, Kan HARGROVE, Charles	240 116	Japan Britain
Manchester Guardian	Imperial Hotel (59) 3151	TILTMAN, Hessel,	1	Britain
McGraw Hill World News	c/o Correspondents Club. H. (45) 7588	KURZMAN, Dan	128	U. S.

<i>Organization</i>	<i>Address &amp; Tel. No.</i>	<i>Name</i>	<i>Card No.</i>	<i>Nationality</i>
MGM News of the Day	Asahi-Seimei Bldg., 8, 2-chome, Ote- machi, Chuo-ku. (28) 5778, 5779	IWAMURA, Saburo	106	Japan
		*MUTSU, Ian	11	"
Mckey Mouse Club Newsreel	Izumo Bldg., 2, 8-chome, Ginza, Chuo-ku. (57) 0611	*KOTANI, Henry	155	Japan
		FUJINAMI, Jiro	156	"
		MATSUMURA, Taro	157	"
		OTOKOZAWA, Hiroshi	158	"
Min Pen News Agency	c/o Taguchi 109 3-chome, Araiuku, Ota-ku.	HUNG, Tao	239	China
Movietone News	Asahi-Seimei Bldg., 8, 2-chome, Ote- machi, Chuo-ku. (28) 5778, 5779	MASAKI, Yompei	91	Japan
MRA New World News	19, Azabu-Fujimi-cho Minato-ku. (45) 6910	ALLEN, Leonard B.	141	U. S.
		ENTWISTLE, Basil R.	143	"
		HADDEN, Richard	142	"
NANA		(Same as ABC)		
NBC	Room 423, Nikkatsu Bldg., Yuraku-cho, Chiyoda-ku. (27) 9866-68	*FOLSTER, George T.	5	U. S.
		KWON, Yung Su	117	Korea
		NAKAGAWA, George	180	Japan
NBC-Greece	c/o Correspondents Club, H (ZUSHI) 260	SKORDILES, Kimon	23	Greek
New Illustierte	2, Toriizaka-machi, Azabu Minaio-ku. (48) 8351	SCHMID, Peter	195	Swiss
National Catholic News Service	c/o St. Colomban, Azabu, Shinryudo-cho, Minato-ku. (48) 5677	O'CONNOR, Patrick	52	Irland
N. C. W. C. News	12, Shinryudo-cho, Azabu, Minato-ku. (48) 5677	HANSON, Fred Patrick	163	Irland
New Canadian	c/o ACME Co., 4, 3-chome, Kyobashi, Chuo-ku. (28) 0450	TSUYUKI, Kaizo	93	Japan
Newsdom	6, Takagi-cho, Minato-ku. (40) 6585	LAU, Chi Seng	216	Portugal
		WANG, George Kungta	129	China
		*YOH, Shu Jen	16	"
Newsweek	Mitsubishi Naka No. 14 Bldg., 10, 2-chome, Marunouchi, Chiyoda-ku. (28) 5407, 5408	*PAKENHAM, Compton T.	47	Britain



<i>Organization</i>	<i>Address &amp; Tel. No.</i>	<i>Name</i>	<i>Card No.</i>	<i>Nationality</i>
Nichibei Times	7, Yasutaka-cho, Ota-ku. (73) 3435	SHISHIMOTO, Hachiro	228	Japan
N. Y. Journal of Commerce	c/o Correspondents Club	GRIFFIN, Stuart	75	U. S.
N. Y. Times	Asahi Shinbun Bldg., Yuraku-cho, Chiyoda-ku. (20) 0040	HAILEY, Foster OFUSA, Junnosuke *TRUMBULL, Robert O.	146 137 130	U. S. Japan U. S.
Orient Press	c/o Correspondents Club	*KIM, Sung Kwon SUH, In Suk	53 138	Korea "
Orientator	Washington Heights B. O. Q. Area Bldg., No. 724, Yoyogi street Shibuya-ku.	STELSON, Stelios M.	244	U. S.
Pacific Citizen	4, Yoshikubo-cho, Meguro-ku. (78) 4519	MURAYAMA, Tamotsu	78	Japan
PANA	Tokyo Bureau. Asahi Shinbun Bldg., Yuraku-cho, Chiyoda-ku. (20) 2840, 2841	MIKAMI, Yoshiharu SUGAYA, Tamotsu *TAJI, John H. SUZUKI, Gloria E.	38 111 30 39	Japan " Britain Japan
(PANA-Photos)	"	KAWABE, Ryutaro MIYAZAWA, Eiji SAKAI, Michio	191 186 40	Japan " "
	Handea Branch (74) 1755	KANEKO, Hibiki KOAKIMOTO, Ryu MIYASHITA, Tatsuo TANAKA, Eiichi TOYAMA, Seiya	88 189 190 192 96	Japan " " " "
Paramount News	2, 1-chome, Kyobashi, Chuo-ku. O. (56) 5295 H. (40) 3527	*ZENIER, Gene ZENIER, Julius Carl WATRUMI, Matsuichi	7 33 35	U. S. " Japan
Paris-Match	c/o Correspondents Club	SMOULAR, Alfred	50	France
Paris-Presse	356, Eifukcho, Suginami-ku. (32) 3109	GIUGLARIS, Marcel	3	France
Press Trust of India	Asahi Hotel, Shiba Tamura-cho, Minato-ku. (59) 2476	KOBAYASHI, Hiroshi *TANDAN, Bipin	211 99	Japan India
Pyunguha Press	21, Wakamatsu-cho, Shinjuku-ku. (34) 8569-70	CHO, Ku Keun KIM, Tai Moon *LEE, Bong Nam	204 197 134	Korea " "
Rafu Shinpo Daily News	244, Minami-senzoku Ota-ku. (78) 6117	MUTO, Shogo	225	Japan

<i>Organization</i>	<i>Address &amp; Tel. No.</i>	<i>Name</i>	<i>Card No.</i>	<i>Nationality</i>
Reader's Digest	585, 3-chome Amanuma, Suginami-ku. O. (23) 3301 H. (39) 7978	UEKURI, Fumio	196	Japan
Schwabische Landezeitung	c/o YMCA Kanda Chiyoda-ku.	CROME, Werner	159	Germany
Shanghai Daily News	3437, 3-chome, Setagaya, Setagaya-ku. (42) 1690	CHANG, Tse Ching	234	China
Sports Times	780, 2-chome, Shimoochiai, Shinjuku-ku. (95) 2765	CHAI, Soo In	140	Korea
Sydney Morning Herald	7, 2-chome, Ginza Higashi, Chuo-ku. (54) 6653	ROBINSON, Peter	67	Australia
Time-Life	7 Fl. Sankeikaikan, 3, 1-chome, Ote-machi. Chiyoda-ku (23) 0501-5	CAMPBELL, Alexander	194	Britain
		ZECHA, Adrian	255	Netherlands
Times of Karachi	494, 3-chome Midori-cho, Odawara- city, Kanagawa Pref. (57) 960, 654	IWAMA, Frank T.	39	Japan
		PRENDERGAST, Curtis W.	109	U. S.
Tosei News	Same as NCWC News	UMEHARA, Atsushi	185	Japan
Trans Asia News Agency	Room No.606, Fukoku- Bldg., 2, 2-chome, Uchisaiwai-cho, Chiyoda-ku. (23) 5121	CULISON, Alvin Edwin	71	U. S.
		*HARMON, Norma-Lee	184	"
		HADLEY, Maryland	214	"
		HOSOE, Eikoh	215	Japan
		MEADE, Donald Thomas	223	U. S.
		RICKARD, John Alan	236	Britain
		ROBBINS, James P. A.	224	U. S.
		SEGALOFF, Louis	121	"
Tungshang Broadcasting Co.	Room No. 219, Kishi- moto Bldg., 18, 2-chome Marunouchi, Chiyoda- ku. (28) 411, 4112	YOUNG, Frank Patrick	220	Japan
		WONG, Gien Chuk	183	China
Uniscope Tele News	Room 312, Chiyoda- Kaikan, No.1, 2-chome, Kudan, Chiyoda-ku. (33) 3953	YUAN, Hsiang Huang	219	"
		*NAKAMURA, Dick	66	Japan
		NAKAMURA, Hiroshi	131	"
		OZAKI, Yoshio	151	"
United Asia Press	20, Sakurada-cho, Azabu Minato-ku.	YOKOMITSU, Nobuo	64	"
		LI, Veh Shan	250	China
		KING, Philip	29	"

<i>Organization</i>	<i>Address &amp; Tel. No.</i>	<i>Name</i>	<i>Card No.</i>	<i>Nationality</i>
United	1132, 1-chome,	WANG, Kuang-Ti	120	China
Daily News UP	Kitazawa, Setagaya-ku. Mainichi Shinbun Bldg., Yuraku-cho, Chiyoda-ku. (20) 3139, 4448	BOYER, John E. BRAITSCHE, Fred George BROWN, Robert L. GUIZARO, Louis HANSEN, Leroy *HOBERECHZ, Earnest INOSHITA, Day H. KONOSHIMA, Akio MIYASHITA, Susie MONAHAN, Robert NAKASHIMA, Lesli REHAL, Fred C.	177 206 181 167 94 17 44 179 51 264 32 113	U. S. " " " " " Japan U. S. " " " Japan U. S.
(UP Photos)	(20) 0733	EGOHI, Hisao KAWAI, Kiyoshi KOIKE, Takeshi MIZUTANI Shigeo SEKIGUHI, Akira *WILLIAM, Norman W.	170 261 260 262 54 90	Japan " " " " U. S.
U. S. News & World Report	Mainichi Shinbun Bldg., Yuraku-cho, Chiyoda-ku. (20) 4488	*MARTIN, Robert MARTIN, Lee TANAKADATE, Hidekitsu	61 107 108	U. S. " Japan
Voice of United Nations Command	Room No. 1088, Hardy Barracks Area 1, Minato-ku. (266) 2660	ONGG, Pin Y.	165	China
Vision	c/o Correspondents Club. H. (78) 6998	BACHMEYER, Karl H.	2	U. S.
Voice of Free China	c/o Central News Agency of China	KUNG, Chiu Chuan	160	China
Whealy Eatone News Service	700 Kita Senzoku Ota-ku. (78) 5701	PINDER, Alwyne C.	174	U. S.
World News Magazine	401, Shimizu-cho, Meguro-ku.	LEE, Ming Yuen	133	China
(Free Lancer)	2, 3-chome, Aoba-cho, Shibuya-ku. (40) 3670	BRISTOL, Horece	18	U. S.
"	7, 2-chome, Ginza Higashi, Chuo-ku. (54) 6653	DUNLOP, Ian Robertson	265	Britain
Tass	775, 4-chome, Sendagaya, Shibuya-ku. (40) 1339	SKOBELEV, Gueily Aleksandrovi ZETSEPIN, Victor	270 271	U. S. S. R. "





## 6. Japanese Correspondents in Foreign Countries

### 1. Newspaper

<i>City</i>	<i>Name</i>	<i>Address</i>
<b>ASAHI SHINBUN</b>		
Washington	MAKAMURA Shogo NAKAMURA Mitsugu TSUSHIMA Kazuo GOTO Motoo	The Asahi Shinbun North & South America Bureau 820, National Press Building Washington 4, D. C.
New York	KIMURA Tadao OKUDA Norihiro INOUE Kakutaro	The Asahi Shinbun, New York Bureau, Room 672, Times Building, 229 West 43rd St., New York 36, N. Y.
London	MORI Kyoza ENDO Kosuke OOKI Mutsuhiko	Room 216, The Times, Printing House Square, London E. C. 4.
Paris	KOJIMA Ryoichi	Bureau de l'Asahi Shinbun 36 rue du Sentier, Paris (2 <sup>e</sup> )
Bonn	MOGI Masa	Neefstrasse 10, Bonn
Singapore	UEYAMA Shoji	The Asahi, c/o Reuters 35 Robinson Road, Singapore
Hongkong	OKUBO Yasushi	Cathey Apartment, Flat No. 414 1-7, Tung Lo Wan Road, Hongkong.
Delhi	MARUYAMA Shizuo	Room 22, Maidens Hotel Delhi
Cairo	SAKAI Denroku	c/o Pension Select, 19th Adly Pasha Street, Cairo
Melbourne	MATSUOKA Yoshihiko	Berley Hotel, Dickens Street St. Kilda, Melbourne
Taipei	YAMANAKA Shigeo	Chungshan-peilu Taipei-City
San Francisco	ASANO Shichinosuke	The Nichi-Bei Times, 1375 Eddy St. San Francisco
Honolulu	FUJIKAWA Takeshi	The Hawaii Herald 917, Kokes St. Honolulu, 7, T. H.
Moscow	AIBA Shosaku	Savoy Hotel, room 208
<b>MAINICHI SHINBUN</b>		
New York	OMORI Minoru OHTA Toshio	Mainichi Bureau, 220 East 42nd St. N. Y. 17, N. Y.
Washington	EDAMATSU Shigeyuki MIYOSHI Osamu SEKIGUCHI Yasushi	Mainichi Bureau, Room 1204 National Press Bldg., 14 & F., N. W., Washington D. C.
San Francisco	MIYOSHI Osamu SHIMIZU Iwao	c/o Hokubei Mainichi, 1737 Sutter St., S. F. 15 Cal.
Los Angeles	HASHIDA Tei'ho	c/o Rafu Shimpō, 242 So. San

<i>City</i>	<i>Name</i>	<i>Address</i>
Honolulu	SHIGEMURA Ryosaku	Pedro St., L. A. 12 Cal. c/o Hawaii Times, P. O. Box 1230 Honolulu, 7 Hawaii
London	SAITO Eiichi MUTO Shuichi YAMAUCHI Daisuke McALEAVY, Ayako	Mainichi Bureau, c/o United Press Association 30 Bouverie St. London E. C. 4
Paris	TSUNODA Akira	United Press Association, 2 Rue des Italiens, Paris (9e)
Bonn	KANEKO Shizuo KANI Kazuo	Bonn A. R., Popelsdorfer Allee 94
Zurich	WAKAYAMA Junshiro	Klusegstre 16, Zurich 32 Switzerland
New Delhi	ASAOKA Mitsumasa	196 Golf Link Area, New Delhi
Hongkong	ASHIDA Sadao	Hotel Kimberley, Kimberley Road Kowloon, Hongkong
Manila	HOSHINO Yoshinobu	c/o Evening News Manila
Taipei	WAKANA Masayoshi	9 Canes 53 Sec. 1 Road, Chun Shan Pei Ru Taipei
Melbourne	NAKAMURA Koji	Warwillah 752, St., Kilda Road Melbourne
Moscow	ICHIKAWA Goro	Savoy Hotel
<b>NIHON KEIZAI SHINBUN</b>		
New York	MORITA Ko	c/o Editorial Department Journal of Commerce 80, Varick Street New York 13, N. Y.
London	TANAKA Rokusuke	26, Green Street, Park Lane, London W. I.
Paris	MATSUMOTO Kazuo	5 Rue Juliette Lamber Paris (17e)
Bonn	OZEKI Michinobu	Neefestrass 3, Bonn
Delhi	YOSHIDA Toshio	Maidens Hotel, Delhi
<b>NIKKAN KOGYO SHINBUN</b>		
New York	ANDREW H. Wolf WALTER E. Gourley	c/o Pegasus International Corpora- tion, One East 53rd Street New York 22, N. Y.
<b>SANKEI JIJI</b>		
New York	HOTTA Shinya	Room 1206, International News Service, 235 East 45th St. New York 17, N. Y.
London	KITAGAWA Masao	c/o News Chronicle 12-22, Bouverie St., E. C. 4, London
Hongkong	UCHIYAMA Eiichi	Sangyo Keizai Shinbun, Hongkong Branch, No. 22A 3rd. Floor Austin Avenue, Kowloon, Hongkong
	HASEGAWA Jin	26 Austin Avenue, 2nd Floor, Kowloon, Hongkong
Moscow	KATO Shunpei	Hotel Metropole
<b>TOKYO SHINBUN</b>		
Washington	SAKAI Yoneo	1915 Kalorama Road, N. W.

<i>City</i>	<i>Name</i>	<i>Address</i>
New York	NISHI Kanji	Washington 9, D. C. New York Bureau of Tokyo Shinbun, Room 1506 Daily News Bldg., 220 East 42nd St. New York 17 N. Y.
London	AOKI Masahisa	London Bureau of Tokyo Shinbun c/o London Express News & Feature Services, 41 Shoe Lane, London E. C. 4.
Paris	SASAMOTO Shunji	34/ter Rue de la Tour d'Auvergne Paris (9e.)
<b>YOMIURI SHINBUN</b>		
London	KOBAYASHI Yuichi MIZUKAMI Kenya	72-78th Fleet Street London, E. C. 4
Paris	UENO Hideo	37 Rue Caumartin, Paris (9e)
Berlin	SUGITA Tsunekichi	Berliner Buro., Dussendorfer Strasse Berlin W. 15
New York	SEMBA Taro SAITO Yasaburo	Room 1206 A. 235 East 45th St., New York 17
Washington	TSUBOKAWA Toshiro	c/o International News Service Pennsylvania Bldg. Washington D. C.
Hongkong	SEKI Kenzaburo	Room 201, Kimberley Hotel Kim- berley Road, Kowloon, Honkong
Manila	YAMAGUCHI Ken	c/o International News Service Manila Times Bldg. 629 Flerentino Torres
New Delhi	HIRANO Minoru	B-29, Block 1, Northern Extension Area Pusa Road, New Delhi
Rome	YAMAZAKI Eisuke	c/o International News Service Via Del Corso 476
Seoul	SAITO Toru	c/o PIC, HQ, Eusak
San Francisco	UEDA Kaye	526 43rd Ave., San Francisco, Calif.
Honolulu	HIRATA Teruo	2104 Lime St., Honolulu
Moscow	HAYAKA Tooru	Savoy Hotel, room 214
<b>CHUBU NIPPON SHINBUN</b>		
Washington	WAKAMATSU Nobushige	Apt. 34, 713, 19th St. N. W., Washington D. C.
New york	ISHIKAWA Kenro	At. 3, No. 32, West 76th St. N. Y. City 23, N. Y.
London	YAMANE Kojiro	No. 20, Porchester Terrace London W. 2
Bonn	SAKURAGI Kengo	Bad Godesberg, Hochkreuzallee 168 Bonn
Delhi	HAMASHIMA Toyoichi	c/o Maiden's Hotel, Delhi
Hongkong	ITO Kikuzo	Ground Floor, No. 74, Kimberley Road, Kowloon, Hongkong
Paris	YANO Kenichiro	c/o Hotel Nicolo, No. 3, Rue Nicolo Paris (16e)

<i>City</i>	<i>Name</i>	<i>Address</i>
Beyrouth	MANO Yoshito	
Moskow	FUWA Morijiro	Hotel Metropole
San Francisco	NAMEKAWA Iwao	1266 McAilister St. San Francisco, Calif.,
Los Angeles	YANO Kiyoshi	c/o Rafu Shimpō No. 242, So. San Pedro St., Los Angeles, Calif.,
Honolulu	IZUMI Sadao	No. 722, 7th Avenue Honolulu, T. H.
Berlin	IMANI Chikao	Helesee Seesener Str. 30, Borlin
San Paulo	UCHIYAMA Katsuo	Rua Tomaz De Lima 316 Caixa Postal 2176 San Paulo, Brazil
Buenos Aires	EHARA Takeshi	Moreno 637, Moron, F.C.N.D.F.S., Buenos Aires
Taipei	WU Kung Kao	No. 20, Singing Nen Road Taipei,

## 2. News Agency

### KYODO NEWS SERVICE

Moscow	KAIDE Takashi	Hotel Metropole
London	KUGA Toyoo WATANABE Chujo TAKEUCHI Toru	85, Fleet Street, London Ec. 4
Paris	HORI Yoshiaki	36, Rue du Sentier Paris (2e)
Bonn	NAGAMINE Masaki	c/o Reuters, 270 Koblenzer Strasse: Bonn am Rhein
New Delhi	OTA Makoto	5-171, Sundar Nagar Market New Delhi.
Singapore	KADOTA Tsuneharu	c/o Reuters, 35 Robinson Road, Singapore
Peking	IMAMURA Toshiyuki	
Hongkong	KAMMURI Ikuo	10, Cameron Road Kowloon, Hongkong
New York	KOITO Chugo SUWABE Michiomi	50, Rockefeller Plaza New York 20, N. Y.
Washington	OTAKE Sadao SHIMODA Shinichi	1635, Connecticut Avenue N. W. Washington D. C.

### JIJI TSUSHIN (Jiji Press)

Washington	HAYASHI Yuji	c/o Fracis Scott Key Hotel, 600-20th St. N. W. Washington D. C.
New York	HONDA Tadahisa TAKADA Tsutomu	Room No. 240 Hotel Martinique: 47 West 32nd St., New York



<i>City</i>	<i>Name</i>	<i>Address</i>
Los Angeles	OTANI Yukimi HATTA Yoshio	c/o The Rafu Shimpō 242 South San Pedro St. Los Angeles 12, Calif.
London	UNNO Minoru SAITO Kazuo	Jiji Press c/o Reuters, Ltd. 85 Fleet St, London D. C. 4.
Paris	KOBAYASHI Atsuhiro	chez Mme Osouf, 13 Rue Cardinal Lemoine, Peris (5e)
Bonn	TSUBURAYA Fumio	bei Hardaring, Bluecher Str. 1 Bonn
Karachi	TAKAMATSU Toshiro	c/o Mr. S. Shigihara, The Embassy of Japan, JM3-No. 103, Amil Colony No. 2, Karachi
Buenos Aires	KATAYAMA Tamotsu	Lavalleya 1021 P. 4, DT 9, Buenos Aires
Hongkong	TACHIBANA Johei	Room 758 Metropole Hotel 10, Queen's Road C., Hongkong

### 3. Broadcasting

#### NIPPON HOSO KYOKAI (Japan Broadcasting Corporation)

Paris	OKABE Masataka	Radiodiffusion Japonaise 107, Rue de Grenelle Paris (7e)
London	YOSHIDA Tadashi YAMASHITA Takaaki	43, Shoe Lane (Evening Standard Bldg., c/o AFP Branch) London E. C. 4
New York	TATENO Morio TAKETOMI Akira	Rm. 1202, Fisk Bldg. 150 West 57th St. New York 19, N. Y.
Washington	HIRANO Shunsuke YOSHIDA Kazuto	Rm. 211, National Press Bldg. Washington D. C.
Moscow	HIRANO Muneyoshi	Hotel Metropole

## 7. NIHON SHINBUN KYOKAI

(Japan Newspaper Publishers and Editors Association)

**President:** MURAYAMA Nagataka (Asahi Shinbun)

**Secretariat:**

Secretary General	YOKOTA Minoru
Chief of General Affairs Division & Chief of Editorial Division	EJIRI Susumu
Chief of Business Affairs Division	ISHIMITSU Mahito

**Foundation:** 1946

**Address:** Shiseikaikan Bldg., 2, Hibiya Park, Chiyoda-ku, Tokyo

**Membership:**

Class A—111 (95 Daily Newspapers  
11 Radio and Television Stations  
5 News Agencies)  
Class B— 6 (Mostly Weeklies)

**Standing Directors:**

SHIRAISHI Kokyo (Kyoto Shinbun), HONDA Chikao (Mainichi Shinbun), TAKAHASHI Yusai (Yomiuri Shinbun), YOROZU Naoji (Nihon Keizai Shinbun), OKAMURA Niichi (Tokyo Times), MAEDA Hisayoshi (Sangyo Keizai Shinbun), NAGATA Kiyoshi (Japan Broadcasting Corporation), NAGAI Taizo (Asahi Shinbun, Osaka Office), ABE Shizuo (Hokkaido Shinbun), ICHIRIKI Jiro (Kahoku Shinpo), HITOMI Seiji (Akita Sakigake Shinpo), GOTO Takeo (Ibaragi Shinbun), KOSAKA Takeo (Shinano Mainichi Shinbun), YORA Aichi (Chubu Nippon Shinbun), NISHIMURA Jiro (Niigata Nippo), TANAKA Kanji (Kobe Shinbun), KOSO Iwaji (Sanyo Shinbun), YAMAMOTO Jitsuichi (Chugoku Shinbun), FUKUDA Yoshiro (Kochi Shinbun), TANAKA Nariyuki (Nishi Nippon Shinbun)

**Directors:**

FUKUDA Kyosuke (Tokyo Shinbun), FUKUSHIMA Shintaro (Japan Times), MATSUKATA Saburo (Kyodo News Service), HARA Tameo

(Mainichi Shinbun, Osaka Office), HATTANDA Kakuichiro (Yomiuri Shinbun, Osaka Office), SAWAMURA Yoshio (Sangyo Keizai Shinbun, Osaka Office), ISHII Juichi (Osaka Nichinichi Shinbun), KIKUCHI Kichijiro (Hokkai Times), SASAKI Hideo (Kanagawa Shinbun), YAMADA Takeo (Gifu Times), SAGA Hoji (Hokkoku Shinbun), MURA Shunzo (Kita Nippon Shinbun), TAKEUCHI Shigekazu (Shinko Shinbun), MAEKAWA Shizuo (Tokushima Shinbun), HIRATA Yoichiro (Ehime Shinbun), IZU Tomito (Kumamoto Nichinichi Shinbun), HATANAKA Suetaka (Minami Nippon Shinbun), YOKOTA Minoru (Nihon Shinbun Kyokai)

#### **Auditors:**

KUDO Tetsuro (Too Nippo), SHINOHARA Hidekichi (Jomo Shinbun), KOBATA Kyuemon (San-in Shinpo), URA Tadatomo (Yukan Fukunichi)

#### **Committees:**

Editorial Committee  
Telecommunication Committee  
International Relations Committee  
Business Affairs Committee  
Newspaper Industry Fair Trade Practice Committee  
Newsprint Committee  
Mechanical Committee  
Labor Committee  
Accounting Committee

#### **Publications:**

Nihon Shinbun Kyokai Ho (Weekly NSK organ paper)  
Shinbun Kenkyu (Monthly devoted to journalism)  
Research Bulletin (Bi-Monthly)  
FIEJ Bulletin d'Information (Japanese Edition)  
IPI Report (Japanese Edition)  
Nihon Shinbun Nenkan (Japan Newspaper Annual)  
The Japanese Press (Japan Newspaper Annual in English)

## **PART V**

### **Provisions of Laws and Regulations Concerning the Press and Radio**



## **Provisions of Laws and Regulations Concerning The Press and Radio**

1. The Constitution of Japan
2. Election Law
3. Bond & Security Transaction Law
4. The Juvenile Law
5. Pharmaceutical Affairs Law
6. Broadcast Law
7. Radio Law
8. Law Concerning Restriction, etc. of Transfer of Shares of "Kabushiki-Kaisha" and "Yugen-Kaisha" Whose Object is to Issue Daily Newspapers
9. The Civil Law
10. The Criminal Law
11. Law for Special Measures Concerning Criminal Cases to Implement the Administrative Agreement under Article III of the Security Treaty between Japan and the United States of America
12. Subversive Activities Prevention Act
13. Law of Copyright
14. Law for Safeguarding of Security Information Pursuant to the U.S.-Japan Mutual Security Assistant Agreement, etc.
15. Regulations Governing Specific Designation of Newspaper Sale.

## 1. THE CONSTITUTION OF JAPAN

(1946)

**Article 11.** The people shall not be prevented from enjoying any of the fundamental human rights. These fundamental human rights guaranteed to the people by this Constitution shall be conferred upon the people of this and future generations as eternal and inviolate rights.

**Article 12.** The freedom and rights guaranteed to the people by this Constitution shall be maintained by the constant endeavor of the people, who shall refrain from any abuse of these freedoms and rights and shall always be responsible for utilizing them for the public welfare.

**Article 13.** All of the people shall be respected as individuals. Their right to life, liberty, and the pursuit of happiness shall, to the extent that it does not interfere with the public welfare, be the supreme consideration in legislation and in other government affairs.

**Article 21.** Freedom of assembly and association as well as speech, press and all other forms of expression are guaranteed.

No censorship shall be maintained, nor shall the secrecy of any means of communication be violated.

---

## 2. ELECTION LAW

(1952)

(Freedom of News, Comment, etc. of Newspapers and Magazines)

**Article 148.** Provisions of this Law concerning the restriction of the election campaign do not interfere with the freedom of newspapers and magazines in publishing news and comment concerning the election. However, the fairness of election shall not be impaired by the abuse of the freedom of expression by publishing false matters or distorted facts.

2. Those who are engaged in the sale of newspapers and magazines may distribute in an ordinary manner or put up at the places to be designated by the Election Administration Commission the newspapers and magazines provided for in the preceding paragraph.

3. Newspapers or magazines subject to the preceding two clauses during election campaigns are as follows:

(1) Newspapers and magazines with the following conditions:

a. Newspapers which are issued more than three times a month and magazines which are issued more than once a month, both periodically, for payment of a price.

b. Those which are officially recognized as third-class mail matter.

c. Those which have been in circulation for more than six months prior to the official notification of the election dates with conditions as prescribed in the preceding a. and b.

(2) Newspapers or magazines which are put out by the publishers of the newspapers or magazines falling under the purview of (1) and which have the conditions as set forth in a. and b.

### (Illegal Use of Newspapers and Magazines)

**Article 148-(2).** No person shall give those in charge of the editing or management of newspapers or magazines money, goods or other financial benefits, propose or promise to give them to such persons, propose or promise to entertain them to get election news stories or commentaries printed for the purpose of winning election or getting others elected or defeated.

2. No person in charge of the editing or management of newspapers or magazines shall print therein election news stories or commentaries after having received gifts or entertainment as mentioned in the preceding clause or accepted proposals for offering them.

3. No person in charge of the editing or management of newspapers or magazines shall make use of his position to get election news stories or commentaries printed or force their appearance in the newspapers or magazines for the purpose of winning election or getting others elected or defeated.

### (Public Opinion Polls)

**Article 148-(3).** No newspaper or magazine shall print the result or progress of a public opinion poll on the election of probable candidates for public office.

### (Newspaper Advertisement)

**Article 149.** A candidate for a public post may publish not more than one (twice for the election of members of the House of Councillors from the national constituency) during the period of the election campaign an advertisement concerning the election, in the same size as determined by the National Election Administration Commission, in any one of the newspapers.

2. The newspapers inserting the advertisement of the preceding paragraph may be distributed in the ordinary manner by a person engaged as a business in the sale of newspapers, in spite of the provisions of Article 142.

### (Distribution of Literature and Drawings)

3. In elections of members of the House of Representatives, members of the House of Councillors, or To, Do, Fu or prefectural governors, the advertisements in newspapers under the provisions of paragraph 1 may be made free of charge.

### (Political Party or Group Organs)

**Article 201-(6).** In the case of the newspapers or magazines published by political parties or groups, Clauses 1 and 2 of Article 148, irrespective of the regulations set forth in Clause 3 (defining the newspapers and magazine), shall apply to one of the organ papers or magazines directly published by the headquarters of the political party or group, as provided for in the proviso Clause 1 of the preceding Article, which are distributed through ordinary channels and which are registered with the Director General of the Autonomy Board.

2. In the registration mentioned in the preceding clause, the title of the organ paper or magazine and the names of the editor and publisher shall be recorded.

### (Publication of False Matters)

**Article 235.** Any person who, by means of speeches, newspapers, magazines, circulars, posters or whatever other means, has committed any of the acts falling under any of the following items, shall be punished with imprisonment without hard labor for a period not exceeding two years, or a fine not exceeding twenty-five thousand yen. The instance of the proviso to the preceding Article shall apply with regard to newspapers and magazines:

(1) When, with the object of being elected or causing a candidate to be elected, a person has published false information regarding the status, occupation or career of a candidate for public office;

(2) When, with the object of preventing his election, a person has published false information regarding a candidate for public office.

---

### 3. BOND & SECURITY TRANSACTION LAW

(1952)

**Article 191-(2).** It shall be unlawful for any person by the use of newspapers, magazines, documents, broadcasting, moving pictures or any other means of publication, to describe his opinion to offer investors the ground of their judgement concerning any security or the issuer thereof for a consideration received or to be received from an issuer, underwriter or dealer, without fully disclosing the fact that he describes these for a consideration received or to be received; provided that this shall not apply in case the person who gives publicity as advertisements for a consideration received or to be received.

---

### 4. THE JUVENILE LAW

(1948)

**Article 2.** The term "juvenile" (Shonen) in this Law shall mean any person under twenty years of age, and the term "adult" (Seijin) shall mean any person of twenty years of age or over.

The term "guardian" (Hogosha) in this Law shall mean any person who is legally responsible to a juvenile for his custody and education or who actually has a juvenile in custody.

**Article 61.** In respect to a juvenile who has been tried in a Family Court or a person against whom public action has been instituted on a crime he committed while a juvenile, such accounts or photographs as contain his name, age, occupation, dwelling, looks, etc., which may enable other people to guess that he is they very criminal involved in the same case, shall not be published in newspapers or other publications.

---

### 5. PHARMACEUTICAL AFFAIRS LAW

(1951)

**Article 34.** No person shall advertise, describe or circulate false or exaggerated statements, regarding the name, method of manufacture, effect, efficacy or efficiency of any drugs, devices or cosmetics manufactured or produced under the authority of this Law.

Misleading certificates or statements attributed to any doctor, or other person regarding the effect, efficacy or efficiency of drugs, devices or cosmetics shall be construed as falling under Paragraph 1 of this Article.

Suggestive statements, diagrams, photographs or other ruses shall not be used in contravention of Paragraph 1 of this Article.

The statements or diagrams which suggest abortion, or obscene statements or diagrams shall not be used in connection with drugs, devices or cosmetics.

---



## 6. BROADCAST LAW

(1950)

**Article 1.** The purpose of this Law is to regulate broadcasting so as to meet the public welfare, and to strive for the sound development thereof, in accordance with the principles stated below:

1. To secure the maximum availability and benefits of broadcasting to the people;
2. To assure the freedom of expression through broadcasting by guaranteeing the impartiality, integrity and autonomy of broadcasting;
3. To make broadcasting contribute to the development of healthy democracy by clarifying responsibility of those persons engaged in broadcasting.

**Article 44.** The Corporation shall do its best in programming to satisfy the wishes of the people as well as to contribute to elevating the level of civilization.

2. The Corporation shall, in order to know the wishes of the people, conduct scientific listening polls at regular intervals and make the results thereof public.

3. In the compiling of broadcast programs the Corporation shall follow the principles laid down in the following respective items:

- (1) Shall not disturb the public security;
- (2) Shall be politically impartial;
- (3) Shall broadcast news without distorting the facts;
- (4) As regards controversial issues, shall clarify the point at stake from all the angles possible.

**Article 53.** The provision of Article 44 paragraph 3 shall apply mutatis mutandis to the private broadcast enterprises.

---

## 7. RADIO LAW

(1950)

**Article 76.** The Radio Regulatory Commission may, in case the licensee of a radio station have violated this Law, the Broadcast Law, or the orders suspend its operation for a fixed period not exceeding three months, or limit its permitted operating hours, frequency or antenna power for a fixed period.

2. The Radio Regulatory Commission may revoke the license of the radio station in case the licensee falls under one of the following items:

- (1) Where he has suspended the operation of his station for a continued period of six months or more without just reason;
- (2) Where he has obtained the license of a radio station or the permission mentioned in Article 17, or caused the change of designation mentioned in the provision of Article 19, by unfair means;
- (3) Where he does not obey the order or limitation mentioned in the provision of the preceding paragraph.

---

## 8. LAW CONCERNING RESTRICTION, ETC., OF TRANSFER OF SHARES OF "KABUSHIKI-KAISHA" AND "YUGEN-KAISHA" WHOSE OBJECT IS TO ISSUE DAILY NEWSPAPERS

(1951)

(Restriction, etc. of Transfer of Shares)

**Article 1.** A “Kabushiki-kaisha” (joint stock company) whose object is to issue a daily newspaper with a fixed title in which matters relating to current events are published may restrict the transfer of shares to a person who is related with the enterprise of the “Kabushiki-kaisha” and who is approved by the board of directors thereof, notwithstanding the provisions of Article 204 of the Commercial Code (Law No. 48 of 1899).

2. The restriction of the transfer of shares in accordance with the provisions of the preceding paragraph shall be fixed by the Articles of Incorporation.

---

## 9. THE CIVIL LAW

(1896)

**Article 709.** A person who has infringed on the right of another on purpose or by mistake shall make reparation for damage arising from such acts.

**Article 710.** A person who is held responsible for making reparation for damage as provided for in the preceding Article, whether they have been inflicted on the life, freedom or honor of another or his property right, is required to make reparation for damage other than that on the property right.

**Article 723.** The court may order a person, who has impaired the honor of another, to take proper steps, at the request of the victim, to recover his honor parallel with reparation or as a substitute for reparation.

---

## 10. THE CRIMINAL LAW

(1907)

(Section 22. Obscenity, Adultery and Bigamy)

**Article 175.** A person who has distributed, sold or openly displayed obscene literature or pictures shall be sentenced to imprisonment for less than two years or a fine of not more than five thousand yen.

The same punishments shall be meted out to a person who has been found in possession of such material for the purpose of selling it.  
(Section 34. Honor)

**Article 230.** A person who has impaired the honor of another by pointing out facts openly shall be sentenced to imprisonment or confinement for less than three years or a fine of less than one thousand yen (which was amended to “less than fifty thousand yen” in 1948), when such facts are supported by evidence.

A person who has impaired the honor of a dead person shall not be subject to punishment unless he has resorted to falsehood.

**Article 230-(2).** In case the court regards acts as referred to in the first paragraph of the preceding Article as having a bearing on the public benefits and as primarily designed to promote such benefits, it shall ascertain whether the matters alleged in the acts are true and no punishment shall be meted out if they are found supported by evidence.

In the application of the preceding paragraph, any fact related with the criminal acts of a person whose case has not been brought before the court shall be regraded as a fact having a bearing on the public benefits.

In case acts as referred to in the first paragraph of the preceding Article are related with facts involving a public servant or a public office candidate to be popularly elected, the court shall ascertain whether the matters alleged in the

acts are true and no punishment shall be meted out if they are found supported by evidence.

**Article 231.** A person who has insulted another even without pointing out facts openly shall be sentenced to confinement or a fine.

**Article 232.** Punishment in this Section shall be discussed after legal action has been taken.

In case a person who can take legal action is the Emperor, the Empress, the Empress Dowager or the Imperial Heir, the Prime Minister shall act in his behalf and in case the former is the Monarch or the President of a foreign nation, the representative of that state shall do likewise.  
(Section 35. Credit and Obligations)

**Article 233.** A person who has impaired the credit or the business of another by circulating false rumors or employing trickery shall be sentenced to imprisonment for less than three years or a fine of less than one thousand yen.

**Article 234.** The preceding Article shall be applied to a person who has obstructed the business of another through the use of power.

---

11. LAW FOR SPECIAL MEASURES CONCERNING CRIMINAL  
CASES TO IMPLEMENT THE ADMINISTRATIVE  
AGREEMENT UNDER ARTICLE III OF THE  
SECURITY TREATY BETWEEN JAPAN AND  
THE UNITED STATES OF AMERICA

(1952)

**Article 6.** Any person who detects or collects security information of the United States armed forces (items listed in the attached table and documents, pictures or other things containing such items, which are not made public; hereinafter the same) for the purpose of using such information in such a manner as the use thereof would harm the security of the United States armed forces or by wrongful methods shall be sentenced to penal servitude for not more than ten years.

2. The provision of the preceding paragraph shall apply to a person who discloses to another person such security information of the United States armed forces as cannot ordinarily be detected or collected except by wrongful methods.

3. Attempts of the offenses mentioned in the preceding two paragraphs shall be punished.

**Article 7.** Any person who plots to commit the offense mentioned in paragraph 1 or 2 of the preceding article shall be sentenced to penal servitude for not more than five years.

2. The provision of the preceding paragraph shall apply to a person who instigates or agitates another person to commit the offenses mentioned in paragraph 1 or 2 of the preceding Article.

3. The provision of the preceding paragraph shall not preclude the application of the provision concerning instigation set forth in the General Provisions of the Penal Code in cases where a person commits the offense which he has been instigated to commit.

## 12. SUBVERSIVE ACTIVITIES PREVENTION ACT (1952)

- Chapter 1 General Provisions (Article 1-4)
- Chapter 2 Control of Subversive Organizations (Article 5-10)
- Chapter 3 Procedure for Control of Subversive Organizations (Article 11-26)
- Chapter 4 Investigation (Articles 27-34)
- Chapter 5 Miscellaneous Provisions (Articles 35-37)
- Chapter 6 Penalties (Articles 38-45)
- Supplementary Provisions

### Chapter 1. General Provisions

#### (Purposes)

**Article 1.** The purposes of this Act shall be to prescribe necessary actions to control organizations which shall have carried on any terroristic subversive activity by way of their activity and to provide penalties for terroristic subversive activities, thereby contributing to the securing of public safety.

#### (Interpretation and Application)

**Article 2.** This Act, having a grave bearing upon the fundamental human rights of the people, shall be applied only with the limits of the minimum necessity for the securing of public safety, and shall not be subject to any extended interpretation at all.

#### (Standards of Control)

**Article 3.** Any control action and investigation for control under this Act shall be taken and conducted only within the limits of the minimum necessity to achieve the purposes as specified in Article 1, and shall not under any circumstances whatever be carried out, in deviation from the prescribed authority, to unlawfully infringe freedoms of thought, worship, assembly, association, expression and learning, the right of laborers to unite and act collectively or any other liberty or right of the people which is guaranteed by the Japanese Constitution.

2. The control and investigation for control under this Act shall not on any account whatever be improperly carried out to restrict or interfere with any lawful activity labor unions and other organizations.

#### (Definitions)

**Article 4.** In this Act, the term "terroristic subversive activity" means:

(1) (i) To perform the act as referred to in Article 77 (internal disturbance) of the Penal Code (Law No. 45 of 1907), Article 78 (the preliminaries or plot of internal disturbance), Article 79 (aid of internal disturbance and other offences), Article 81 (inducement of foreign incursion), Article 82 (aid of foreign incursion), Article 87 (attempted inducement or aid of foreign incursion) or Article 88 (the preliminaries or plot of inducement or aid of foreign incursion) of said Code;

(ii) To incite to any of the acts as referred to in (i) above;

(iii) The instigate to the act as referred to in Article 77, 81 or 82 of the Penal Code, with a view to causing such act to be carried out;

(iv) With a view to causing the act as referred to in Article 77, 81 or 82 of the Penal Code to be carried out, to print, distribute to a number of persons or necessity of the carrying out of such act; or



(v) With a view to causing the act as referred to in Article 77, 81 or 82 of the Penal Code to be carried out, to communicate by wireless or by wire broadcasting any assertion of the propriety or necessity of the carrying out of such act.

(2) With a view to promoting, supporting or opposing any political doctrine or policy, to perform any of the following acts:

(i) the act as referred to in Article 106 of the Penal Code (riot);

(ii) the act as referred to in Article 108 (wilful setting on fire of occupied houses or buildings) or Article 109 paragraph 1 (wilful setting on fire of unoccupied houses or buildings) of said Code;

(iii) the act as mentioned in the former part of the provisions of Article 117 paragraph 1 of said Code (criminal explosion of high explosives);

(iv) the act as referred to in Article 125 of said Code (endangering of traffic of trains, electric trtins, street cars and so forth);

(v) the act as referred to in Article 126 paragraph 1 or 2 (overturning of trains, electric trains, street cars and so forth) of said Code;

(vi) the act as referred to in Article 199 of said Code (murder);

(vii) the act as referred to in Article 236 paragraph 1 of the same Code (robbery);

(viii) the act as referred to in Article 1 of the Penal Regulations to control explosive (Cabinet Ordinance No. 32 of 1884) (criminal use of explosives);

(ix) the act as referred to in Article 95 of the Penal Code (interference with exercise of official duties or exaction of exercise of official duties) and performed collectively by carrying any deadly weapon or poison against any person engaged in procuratorial or police duties, any assistant to such official, any person who guards or escorts persons detained by law, or any person engaged in investigation under this Act; and

(x) to incite to work out the preliminaries or plot of any of the acts as referred to in (i) to (ix) above, or to instigate to any such act with a view to causing such act to be carried out.

2. In this Act the term "instigate" means, with a view to causing any particular act to be carried out, to cause a person or persons, by means of any document, drawing, speech or action, to make a resolution to carry out such act, or to give an impetus having such force as shall promote a resolution already in process of making.

3. In this Act the term "organization" means a continuous association of persons, or a federation of such associations organized to achieve any particular common objective. Any agency, branch, chapter or subsidiary body of an organization, if it comes within the purview of this definition, shall be subject to control under this Act.

## Chapter 2. Control of Subversive Organizations

### (Restriction on Organization Activity)

**Article 5.** Whenever the Public Security Examination Commission shall have sufficient ground to find that there is clear danger of an organization which has performed any terroristic subversive activity by way of its activity to perform again in the future any such subversive activity continuously or repeatedly by way of the activity of the organization, the Commission may take any of the following actions to such organization; Provided, however, that such action shall not exceed the necessary and reasonable limits for the elimination of such danger:

(1) in case such terroristic subversive activity has been performed in a mass demonstration or procession or public gathering, to prohibit the carrying out of any demonstration, procession or public gathering in any place fixed for a period not exceeding six months;

(2) in the case such terroristic subversive activity has been performed by means of any organ journal of the organization (any publication continuously issued by the organization to advocate, communicate or propagate the objective, doctrine or policy of the organization), to prohibit for a period fixed not exceeding six months to continue to print or distribute to a number of persons such organ journal; and

(3) to prohibit for a period fixed not exceeding six months to cause any particular officer, official (the representative, executive officer or any other person engaged in the business of the organization: hereinafter the same) or member of the organization who shall have taken part in such terroristic subversive activity to perform any act in the interest of the organization.

2. After any action under the preceding paragraph becomes effective, no person shall perform any act against the objective of such action in the capacity of the officer, official or member of such organization: Provided, however, that this shall not apply, in the case of effectuation of the action as laid down in (3) of the same paragraph, to any act by any officer, official or member of the organization concerned which is ordinarily deemed necessary for litigation involving the validity of such.

(Prohibition of Evasion)

**Article 6.** Any officer, official or member of any organization to which any action under paragraph 1 of the preceding article has been taken shall not under any name whatever perform any act to evade the prohibition as laid down in paragraph 2 of the same article.

(Declaration of dissolution)

**Article 7.** The Public Security Examination Commission may take action to declare any organization coming under any of the following categories to be dissolved, if there is sufficient ground to find that there is clear danger of such organization to perform again in the future any terroristic subversive activity continuously or repeatedly by way of the activity of the organization and in the opinion of the Commission any action under Article 5 paragraph 1 will be unable to effectively eliminate such danger:

(1) organization which have performed by way of their activity any such terroristic subversive activity as referred to in Article 4 paragraph 1 (1);

(2) organizations which have performed by way of their activity any such terroristic subversive activity as mentioned in Article 4 paragraph 1 (2) (i) to (ix) inclusive or which have started but not accomplished such activity, or have incited or, with a view to causing such activity to be carried out, instigated persons to such activity and caused them to perform such activity; and

(3) organizations to which any action under Article 5 paragraph 1 has been taken and which have again performed any terroristic subversive activity by way of their activity.

(Prohibition of Acts To Be Performed in the Interest of Organizations)

**Article 8.** After any action under the preceding article shall become effective, any person who shall have been an officer, official or member of the organization concerned on and after the date on which the terroristic subversive activity occasioning such action shall have been carried on shall not perform after the date on which such action shall become effective any act in the interest of the

organization: Provided, however, that this shall not apply to any act which is ordinarily deemed necessary for litigation involving the validity of such action or for the liquidation or winding up of the property or affairs of the organization.

(Prohibition of Evasion)

**Article 9.** Any such person as referred to in preceding article shall not under any name whatever perform any act to evade the prohibition under the same article.

(Liquidation of Property)

**Article 10.** Whenever with regard to an incorporated organization the action as laid down in Article 7 becomes final and any application through legal proceedings for withdrawal or variation of such action can not be made, such organization shall dissolve.

2. Whenever the action as mentioned in Article 7 becomes final and any application through legal proceedings for withdrawal or variation of such action can not be made, the organization concerned shall promptly liquidate its property.

3. When the liquidation of property under the preceding paragraph has been completed, any person who has been officer or official of the organization concerned shall make a full report thereon to the Director of the Public Security Investigation Agency.

### Chapter 3. Procedure for Control of Subversive Organizations

(Request for Action)

**Article 11.** The actions as laid down in Article 5 paragraph 1 and Article 7 shall be taken only on the request of the Director of the Public Security Investigation Agency.

(Notice)

**Article 12.** In making request under the preceding Article, the Director of the Public Security Investigation Agency shall beforehand fix the date and place for the organization concerned to explain itself with regard to the case involving it, and by seven days immediately before such date notify the organization of such date and place as well as the gist of the reasons for the contemplated request for action to the organization.

2. Any notice under the preceding paragraph shall be given by publishing it in the Official Gazette and shall be regarded as served on a lapse of seven days after the date of such publication.

3. In case the place of residence or address of the representative or executive officer of the organization concerned is known, a written notice shall be sent to such person in addition to publication in the Official Gazette under the preceding paragraph.

(Proxy)

**Article 13.** Any organization which has received the notice as laid down in paragraph 1 of the preceding article may choose a lawyer or lawyers or any other person or persons to represent the organization with regard to the case involving it.

(Expression of Opinion and Presentation of Evidence)

**Article 14.** Any officer, official, member and proxy of the organization con-

cerned may, within the limits of five persons, appear on the date fixed for explanation, express opinions about the facts and evidence and produce favorable evidence to the official of the Public Security Investigation Agency who shall be designated by the Director of the Agency (hereinafter referred to as "the designated officer").

(Admission to hearing)

**Article 15.** The organization concerned may choose not more than five persons as observers in the case involving it.

2. On choosing any such observer, such organization shall report his or her name to the Director of the Public Security Investigation Agency.

3. On the date fixed for the organization concerned to explain, any observer and person engaged in reporting for any public newspaper, information or broadcasting medium may attend at the proceedings of hearing.

4. In the case any such person as specified in the preceding paragraph performs any act interfering with the hearing of explanation, the designated officer may expel such person.

(Unnecessary Evidence)

**Article 16.** Any evidence produced under Article 14, if unnecessary, shall not need to be taken: Provided, however, that the designated officer shall not abuse his power by unlawfully abridging the right of the organization concerned to a fair and full hearing of explanation.

(Documents of Hearing)

**Article 17.** The designated officer shall make a document of the process of the hearing conducted on the date of explanation of an organization.

2. The person who has appeared under Article 14 shall be given an opportunity of expressing opinions about the contents of such document as laid down in the preceding paragraph, which shall be supplemented by indication of whether such person has any opinion about such contents and the gist of the opinion of such person, if any.

(Granting of Copy of Hearing Document and Documentary Evidence)

**Article 18.** The designated officer, if requested by the organization concerned, shall grant to such organization a copy of the hearing document and of documentary evidence taken.

(Notice of Decision Not To Request Action)

**Article 19.** Whenever the Director of the Public Security Investigation Agency shall decide not to make request for action under Article 11 with regard to a case in which he has given the notice as mentioned in Article 12 paragraph 1, he shall promptly notify the organization concerned of such fact and publish it in the Official Gazette.

(Manner of Request for Action)

**Article 20.** Any request for action under Article 11 shall be made by submitting to the Public Security Examination Commission a written request mentioning the facts which shall constitute the grounds for such request, the action to be taken pursuant to Article 5 paragraph 1 or Article 7 and other matters which shall be prescribed by the Commission by regulations.

2. Any written request for action shall be accompanied by such evidence as



shall demonstrate the fact which shall constitute the ground for such request, all the evidence produced by the organization concerned and the document as laid down in Article 17.

3. Such evidence referred to in the preceding paragraph as shall demonstrate the fact which shall constitute the ground for the request for action shall be such about which the organization concerned shall have been given an opportunity of expressing its opinion.

(Delivery of Copy of Written Request for Action and Presentation of Brief)

**Article 21.** Whenever the Director of the Public Security Investigation Agency has submitted a written request for action to the Public Security Examination Commission, he shall notify the organization concerned of the contents of such request.

2. Any notice under the preceding paragraph shall be given by publishing it in the Official Gazette and shall be regarded as served on a lapse of seven days after the date of such publication.

3. In the case the place of residence or address of the representative or executive officer of the organization concerned is known, a copy of the written request for action shall be served upon such person in addition to publication in the Official Gazette under the preceding paragraph.

4. The organization concerned may, within fourteen days after service of the notice as laid down in paragraph 1 of this Article, present its brief about the request for action to the Public Security Examination Commission.

(Decision by Commission)

**Article 22.** The Public Security Examination Commission shall examine the written request for action, evidence and hearing documents submitted by the Director of the Public Security Investigation Agency and the brief presented by the organization concerned. In such case, the Commission may make necessary inquiries for such examination.

2. In order to make examination under the preceding paragraph, the Public Security Examination Commission may take the following actions:

(1) To require person concerned or witnesses to voluntarily appear before the Commission and examine such persons, or to seek opinions or reports from such persons;

(2) To require any owner, possessor or keeper of books, documents or other things to produce any such article voluntarily, or to place in the custody of the Commission any article voluntarily produced;

(3) With the consent of the care-taker or tenant or any other proper substitute, to inspect the office of the organization concerned or any other necessary place and examine the conduct of business or any book, document or other thing; and

(4) To request any public office or organization, public or private, to submit any necessary report or material.

3. The Public Security Examination Commission, in case it shall deem it appropriate to do so, may cause any member or official of the Commission to take any of the actions as laid down in the preceding paragraph.

4. In taking any of the action as specified in paragraph 2, any member or official of the Public Security Examination Commission, if demanded by any person concerned, shall present his credentials indicating his official status.

5. The Public Security Examination Commission shall, on the basis of the result of examination made before paragraph 1, make any of the following decisions on the case brought before the Commission:

- (1) To reject any request for action if such request is found unlawful;
- (2) To dismiss any request for action if such request is found groundless;
- or
- (3) To carry out the action requested if the request is found reasonable.

6. Even if the Public Security Examination Commission is unable to take the action as mentioned in Article 7 in a case involving any request for dissolution action, if the organization concerned comes under Article 5 paragraph 1, the Commission shall decide on any of the actions as specified in Article 5 paragraph 1, notwithstanding the provisions of (2) of the preceding paragraph.

#### (Manner of Decision)

**Article 23.** Any decision by the Commission shall be made in writing. Such decision shall be accompanied by the statement of the reason therefor and bear the signatures and seals of the chairman and members of the Commission who have taken part in the determination of such decision.

#### (Notice and Publication of Decision)

**Article 24.** The Director the Public Security Investigation Agency and the organization concerned shall be notified of the decision made by the Commission.

2. The notice as mentioned in the preceding paragraph shall be given by serving a copy of the written decision upon the Director of the Public Security Investigation Agency and the organization concerned.

3. Any Commission decision shall be published in the Official Gazette.

#### (Time When Commission Decision Comes into Effect)

**Article 25.** Any decision by the Commission shall become effective—

(1) In the case of decision to reject or dismiss a request for action, upon service of a copy of the Commission's written decision on the Director of the Public Security Investigation Agency; or

(2) In the case of the decision to take any action under Article 5 paragraph 1 or Article 7, upon publication of such decision in the Official Gazette under paragraph 3 of the preceding article.

2. Against any decision mentioned in the preceding paragraph an application may be made for stay of execution of action by filing a suit with the court, pursuant to the provisions of the Law for Special Regulations, concerning the Procedure of Administrative Litigations (Law No. 81 of 1948), to seek the withdrawal of variation of such decision.

3. The court shall try to promptly commence the trial of such suit as mentioned in the preceding paragraph and pass judgment thereon within one hundred days reckoning from the date of acceptance of such suit, regardless of the order of trial of the other cases.

#### (Detailed Regulations Covering Procedure for Action)

**Article 26.** Except for the provisions of this Chapter, detailed regulations covering proceedings in the Public Security Examinations Commission shall be established by the Commission.

### Chapter 4. Investigation

#### (Investigative Power of Public Security Investigator)

**Article 27.** The public security investigator shall be empowered to conduct

necessary investigations with regard to control under this Act within the limits of the standards as laid down in Article 3.

(Inspection of Documents and Evidence)

**Article 28.** The Public security investigator may, in case of need for investigation with regard to control under this Act, request any public prosecutor or judicial police official to let him inspect the documents, papers and evidence regarding any related case.

2. Unless any request under the preceding paragraph interferes with performance of his duties, the public prosecutor or judicial police shall comply with such request

(Exchange of Information between Public Security Investigation Agency and Police)

**Article 29.** The Public Security Investigation Agency, National Rural Police and Autonomous Police shall exchange with each other information or material with regard to enforcement of this Act.

**Article 30.** The public security investigator may, in case of need for investigation with regard to control under this Act, witness the seizure of property, search and inspection by the judicial police official in an offence involving any terroristic subversive activity.

(Article 31-37 omitted)

Chapter 6. Penalties

(Incitement to Offences Involving Internal Disturbance, Inducement and Aid of Foreign Incursion, and Other Offences)

**Article 38.** Whoever shall incite to the offence as referred to in Article 77, 81 or 82 of the Penal Code or instigate to such offence with a view to causing such offence to be committed shall be imprisoned with or without hard labor for a period not exceeding seven years.

2. Any person shall be liable to imprisonment with or without hard labor for a term not exceeding five years:

(1) who shall incite to the offence as referred to in Article 78, 79 or 88 of the Penal Code:

(2) who, with a view to causing the offence as referred to in Article 77, 81 or 82 of the Penal Code to be committed, shall print, distribute to a number of persons or post openly, any document or drawing claiming the propriety or necessity of the commission of such offence; or

(3) who, with a view to causing the offence as referred to in Article 77, 81 or 82 of the Penal Code to be committed, shall communicate by wireless or by wire broadcasting any assertion of the propriety or necessity of the commission of such offence.

3. In the case any person who shall have committed any of the offences as referred to in the preceding two paragraphs with reference to the offence as referred to in Article 77, 78 or 79 of the Penal Code shall surrender himself before the disturbance takes shape, the sentence to be imposed upon such person shall be commuted or remitted.

(Preliminaries of Person for Political Purposes and Other Offices)

**Article 39.** Any person who, with a view to promoting, supporting or oppos-

ing any political doctrine or policy, works out the preliminaries or plot, or incites, to commit the offence mentioned in Article 108, 109 paragraph 1 of the Penal Code, or instigates to commit such offence with a view to causing such offence to be committed, shall be liable to imprisonment with or without hard labor for a period not exceeding five years.

(Preliminaries of Riot for Political Purposes and Other Offences)

**Article 40.** Any person who, with a view to promoting, supporting or opposing any political doctrine or policy, works out preliminaries or plot of, or incites to, any of the following offences, or instigates to such offence with a view to causing such offence to be committed, shall be liable to imprisonment with or without hard labor for term not exceeding three years:

- (1) the offence as referred to in Article 106 of the Penal Code;
- (2) the offence as referred to in Article 125 of said Code; or
- (3) the offence as referred to in Article 95 of the same Code, by carrying any deadly weapon or poison and acting collectively against any person engaged in procuratorial or police duties, any assistant to such official, any person who guards or escorts persons detained by law or any person engaged in investigation under this Act.

(Incitement)

**Article 41.** Nothing of the provisions of this Act on incitement shall exclude that part of the General Provisions of the Penal Code which refers to incitement from application to any offence committed by any person incited to the commission. In such case, the pertinent sentences as provided for in said Code and this Act shall be compared and the heavier sentence shall be imposed.

(Violation of Prohibition of Acts To Be Performed in the Interest of Organizations)

**Article 42.** Any person who contravenes Article 8 or 9 shall be liable to imprisonment at hard labor for a period not exceeding three years or to a fine not exceeding fifty thousand yen.

(Violation of Action of Restriction on Organization Activity)

**Article 43.** Any person who contravenes Article 5 paragraph 2 or Article 6 shall be liable to imprisonment at hard labor for a period not exceeding two years or to a fine not exceeding thirty thousand yen.

(Offence of Violation of Order of Expulsion)

**Article 44.** Whoever shall act against the order of expulsion under Article 15 paragraph 4 shall be liable to a fine not exceeding thirty thousand yen.

(Offence of Abuse of Powers by Public Security Investigator)

**Article 45.** Whenever the public security investigator shall abuse his powers by forcing any other person to do anything which such person shall be under no obligation to do or interfering with the right of such person to do anything, such official shall be imprisoned with or without hard labor for a term not exceeding three years.

### Supplementary Provisions

1. This Act shall become effective as from the date of its promulgation.



2. The following Cabinet Ordinances shall be rescinded:
  - (1) The Organizations Control Order (Cabinet Order No. 64 of 1949).
  - (2) The Cabinet Order concerning the Custody and Disposition, etc. of the Properties of Dissolved Organizations (Cabinet Order No. 238 of 1948).
  - (3) The Order concerning the Sales Commission of Dissolved Organizations' Properties (Cabinet Order No. 285 of 1948).
3. The application of the penal provisions of the ordinance mentioned in (1) or (2) of the preceding paragraph to unlawful acts performed before the enforcement of this Act shall remain the same as before.
4. Such matters shall be transacted in the same manner as before as the administration and disposition (including repayment of liabilities under Article 14 of the Cabinet Order concerning the Custody and Disposition, etc. of the Properties of Dissolved Organizations) of the property of any organization dissolved under Article 4 of the Organizations Control Order (including organizations laid down in Article 23 of the Cabinet Order concerning the Custody and Disposition etc. of the Properties of Dissolved Organizations) which has vested in the national treasury prior to the enforcement of this Act, and punishment for any violation of the foregoing orders. In this case, the business of the Sales Commission of Dissolved Organizations' Properties shall be conducted by the Attorney General.
5. The Law for Establishment of Attorney General's Office (Law No. 193 of 1947) is partly amended as follows:
  - a. Cross out that part of Article 1 paragraph 3 providing "matters concerning prohibition, etc. from formation of political parties, associations and other bodies, made in accordance with the provisions of the Organizations Control Order (Cabinet Order No. 64, 1949), matters concerning the custody, etc. of the properties which have been vested in the National Treasury in accordance with the provisions of the Cabinet Order concerning the Custody and Disposition, etc. of the Properties of Dissolved Organizations (Cabinet Order No. 238, 1949)" and insert instead "—and matters pertaining to control of subversive organizations under the Subversive Activities Prevention Act (Law No. 240 of 1952)."
  - b. Cross out (8) paragraph 3 of Article 8 and change (9) to (8).
6. The Criminal Procedure Code (Law No. 131, 1890) is amended in part as follows:

Add, immediately after "Article 193 to 196 of the Penal Code" in the provisions of Article 262 paragraph 1, the words "or Article 45 of the Subversive Activities Prevention Act (Law No. 240, 1952)."

### 13. LAW OF COPYRIGHT OF JAPAN

(1899)

**Article 11.** Those enumerated below can not be the object of copyright; —

1. —

2. Miscellaneous reports and articles reporting current events published in a newspaper or magazine;

3. —

**Article 14.** A person who has legally compiled various works (of different persons) shall be deemed the author of the work so compiled and shall own the copyright for the work as a whole only; provided, however, that the copyright for each part thereof shall belong to the respective author.

**Article 20.** Articles discussing political questions of current events published

in a newspaper or magazine (excluding scientific works) may be reproduced, indicating clearly their sources, in another newspaper or magazine, unless prohibition of reproduction is specially stated.

**Article 22-(2).** Copyright of a work belonging to the domain of literature, science or art shall include the right to effect reproduction of such work by means of cinematograph or some methods analogous thereto (including the case of making a cinema by dramatising it) and to publicly present it.

---

**14. LAW FOR SAFEGUARDING OF SECURITY INFORMATION  
PURSUANT TO THE U.S.-JAPAN MUTUAL SECURITY  
ASSISTANCE AGREEMENT, ETC. (Law No.166)**

(1954)

(Definition)

**Article 1.** "The U.S.-Japan Mutual Security Assistance Agreement, etc. as mentioned in this Law, will mean the Mutual Security Assistance Agreement between Japan and the United States of America and the Ship Loan Agreement between Japan and the United States of America.

2. "Equipment, etc.," as mentioned in this Law, will mean ships, aircraft, weapons, ammunitions, and other equipment and material.

3. "Security information," as mentioned in this Law, will mean the following matters which are not made public:

(1) Following matters concerning equipment, etc., furnished by the U.S. Government in accordance with the U.S.-Japan Mutual Security Assistance Agreement, etc.:

- a. Construction or capabilities;
- b. Technique concerning manufacture, storage, or repair;
- c. Method of employment;
- d. Nomenclature and quantity.

(2) Information which is given by the U.S. Government in accordance with the U.S.-Japan Mutual Security Assistance Agreement, etc., and which is related to the matters concerning equipment, etc., as given in the preceding item, a to c.

(Measures for Safeguarding of Security Information)

**Article 2.** Chiefs of national administrative organs, who come in contact with security information, will take necessary measures for safeguarding security information, by such means as attaching proper markings and notifying the personnel concerned, with regard to security information, as prescribed by Cabinet Order.

(Penal Provisions)

**Article 3.** Any person falling under one of the following items will be sentenced to penal servitude for less than 10 years:

(1) Any person who has spied out or collected security information for the purpose of utilizing it to injure safety of our country, or by unreasonable means.

(2) Any person who has divulged security information to others for the purpose of injuring the safety of our country.

(3) Any person who deals with security information in line of duty and has divulged security information he learned or possessed by dint of his duty.

2. Any person who has divulged security information to others, except for

those coming under item (2) or (3) of the preceding paragraph, will be sentenced to penal servitude for less than 5 years.

3. Attempted crimes of the preceding two paragraphs will be punished.

**Article 4.** Any person who deals with security information in line of duty and has divulged security information, by accident, which they learned or possessed by dint of his duty, will be sentenced to imprisonment for less than 2 years or a fine under 50,000 yen.

2. Any person who has divulged security information, by accident, which he learned or possessed by dint of his duty, except for such a person as mentioned in the preceding paragraph, will be sentenced to imprisonment for less than one year or a fine under 30,000 yen.

**Article 5.** Any person who has plotted a crime prescribed in Paragraph 1 of Article 3 will be sentenced to penal servitude for less than 5 years.

2. Any person who has plotted a crime prescribed in Paragraph 2 of Article 3 will be sentenced to penal servitude for less than 3 years.

3. Any person who has instigated or agitated others to commit a crime prescribed in Paragraph 1 of Article 3 will be punished as in the case of Paragraph 1; and any person who has instigated or agitated others to commit a crime prescribed in Paragraph.

4. The provision of the preceding paragraph will not exclude the application of the provisions concerning instigation as prescribed as prescribed in the general rules of the Criminal Law (Law No. 45 of 1907) when the instigated person has committed a crime on which he was instigated.

(Mitigation or Remission by Reason of Self-Surrender)

**Article 6.** In case any person who committed a crime prescribed in Item (1), Paragraph 1, or Paragraph 3 of Article 3, or Paragraph 1 or Paragraph 2 of the preceding Article, surrendered voluntarily to the police, penalty for him will be mitigated or remitted.

(Interpretation and Application of the Law)

**Article 7.** In applying this Law, it will not be permitted to interpret it so freely as to infringe upon the fundamental human rights of the people improperly.

#### Supplementary Provision

This Law will be enforced as from the day appointed by Cabinet Order within the limit not exceeding one month from the day of promulgation.

---

### 15. REGULATIONS GOVERNING SPECIFIC DESIGNATION OF NEWSPAPER SALE

(Notice No. 3 of the Fair Trade Practices Commission December 29, 1955)

Specific unfair trade practices in specific fields of business are designated as follows in accordance with the provisions of Paragraph 2, Article II of the Law Pertaining to the Prohibition of Private Monopoly and Observance of Fair Trade Practices (Law No. 54, 1957).

Masatoshi Yokota  
Chairman, Fair Trade  
Practices Commission

### Specified Unfair Trade Practices in the Newspaper Industry

1. For publishers or sales agents of daily newspapers (hereinafter referred to as newspapers) to give, or to propose to give, regardless of whether directly or indirectly, to newspaper subscribers, as a means of sales promotion money, commodities (including supplements recognizable as separate merchandise), entertainment (including invitations to, or discounted tickets for motion pictures, theaters, tours, sports and other events), lottery tickets and other similar economic benefits.

2. For newspaper publishers or sales agents to distribute, or to propose to distribute, regardless of whether directly or indirectly, free or sample copies as a means of sales promotion.

3. For newspaper publishers or sales agents to set different prices or to discount the fixed prices, regardless of whether directly or indirectly, depending on the areas or persons concerned.

4. For newspaper publishers to supply newspaper sales agents with newspaper copies in excess of the number ordered.

**HONSHU  
PAPER  
MFG. CO., LTD.**

**MANUFACTURERS OF PIGEON  
BRAND PAPER AND BOARD**

**Cable Address :  
HONSEISHI,  
TOKYO**

*NEWSPRINT  
WOODFREE PRINTING  
WOOD-CONTAINING PRINTING  
WRITING AND DRAWING  
M. G. SULPHITE  
MANIFOLD  
GLASSINE  
CIGARETTE  
MANILA BOARD*

**2, GINZA-HIGASHI 5-CHOME  
CHUO-KU, TOKYO, JAPAN**







# Advertisement Index

	Page
Kyodo News Service .....	Inside Front-cover
Oji Paper Mill .....	//
Asahi Shinbun .....	//
Mainichi Shinbun .....	//
Yomiuri Shinbun .....	//
Japan Times .....	//
Sangyo Keizai Shinbun .....	iii
Chubu Nippon Shinbun .....	14—15
Nihon Keizai Shinbun .....	14—15
Hokkaido Shinbun .....	14—15
Kahoku Shinpo .....	14—15
Tokyo Shinbun .....	30
Osaka Shinbun .....	35—36
NHK Radio & TV .....	41—42
Nippon Television Network Corp. ....	41—42
Kyoto Shinbun .....	46
Kobe Shinbun .....	46—47
Tokushima Shinbun .....	50
Nishi Nippon Shinbun .....	58—59
Shinanomainichi Shinbun .....	58—59
Yamagata Shinbun .....	58—59

	Page
Hokkoku Shinbun & Toyama Shinbun .....	58—59
Niigata Nippo .....	58—59
Sanyo Shinbun .....	75—76
Chugoku Shinbun .....	75—76
Honshu Paper Mfg. Co., Ltd. ....	111
Kokusai Denshin Denwa Co., Ltd. ....	111
Hakuhodo .....	111
Sanwa Bank .....	111
Japan Air Line .....	111
Sumitomo Bank .....	111
Dentsu Advertising Ltd. ....	Back-cover

---



Space & Time No Longer

Barriers with Japan

by

**OVERSEAS ....**

Telegraph, Telephone,  
Telephoto, Telex, Newscast,  
Broadcasting-relay  
.... SERVICES



**KOKUSAI DENSHIN DENWA CO., LTD.**

—*Japan's Overseas Radio & Cable System*—

TOKYO, JAPAN

---



# **THIS ADVERTISING AGENCY**

**HAS**

**THE REPUTATION**

**AS A CAPABLE**

**PRODUCER OF**

**READABLE,**

**RELIABLE ADVERTISING.**

**MARKETING RESEARCH**

**RADIO TV ADVERTISING**

**NEWSPAPER ADVERTISING**

**MAGAZINE ADVERTISING**

**OUTDOOR ADVERTISING**

**IF YOU ARE INTERESTED  
IN THE MARKET OF  
JAPAN, WRITE TO**

**HAKUHODO**

**ADVERTISING AGENCY, INC**

**Head Office:**

**3-22 KANDA NISHIKICHO,  
CHIYODA-KU, TOKYO, JAPAN**

**Branch:**

**OSAKA, NAGOYA, FUKUOKA,  
SAPPORO**



*Authorized Foreign Exchange Bank*

THE  
**SANWA BANK**  
LTD

**HEAD OFFICE : OSAKA, JAPAN**

A complete network of 185 nationwide  
branches and worldwide correspondents



**OVERSEAS OFFICES**

**SAN FRANCISCO BRANCH**

465 California Street, San Francisco, California, U. S. A.

**LONDON BRANCH**

31-45, Gresham Street, London, E. C. 2, England

**NEW YORK Representative Office**

26 Broadway, New York, N. Y., U. S. A.

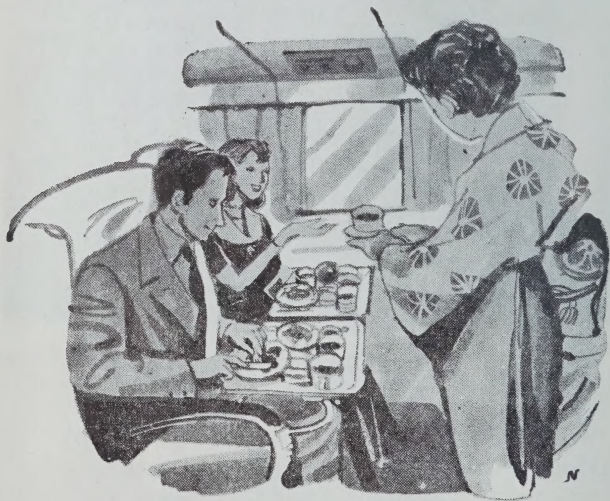
**TAIPEI Representative Office**

72, South Chungking Road, 1 st Sect., Taipei, Formosa



# a smile every mile of the way

*You will remember always the charming English-speaking hostesses—their warm smiles, their graciousness, their dedication to your happiness and comfort. Flying the Pacific aboard JAL's great "Pacific Courier" is so different, so relaxing. So smoothly dependable, too, in luxurious DC-6Bs piloted by seasoned pilots.*

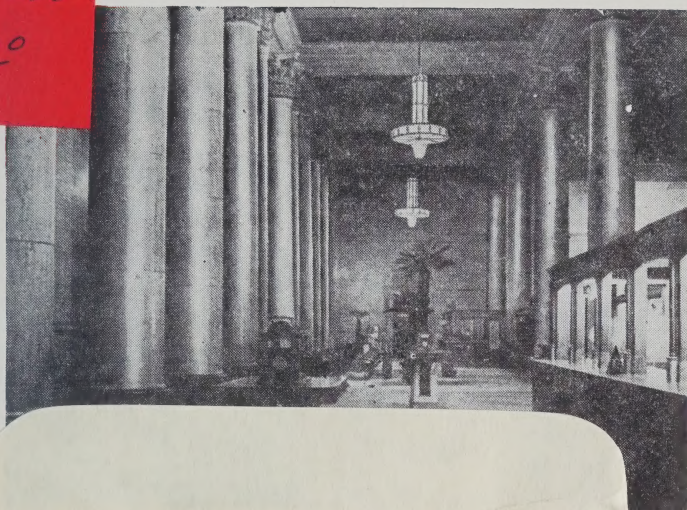


## **JAPAN AIRLINES**

PERKINS  
ORIENTAL BOOKS  
1603 HOPE ST.  
SOUTH PASADENA  
CALIFORNIA

T. 57-385

300



TD.

k  
BANK

ancisco 4

angeles 12

to

JOURNALISM



**ADVERTISING**

UNIVERSITY OF ILLINOIS-URBANA



3 0112 072536474

**and Marketing Research**

**DENTSU**

**advertising**



**DENTSU ADVERTISING LTD.**

1, 7-chome, Nishi-Ginza, Chuo-ku, Tokyo Tel (57) 4111. 5911